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The Story of St. Petersburg: the history of lower Pinellas Peninsula and the Sunshine City

Karl H. Grismer

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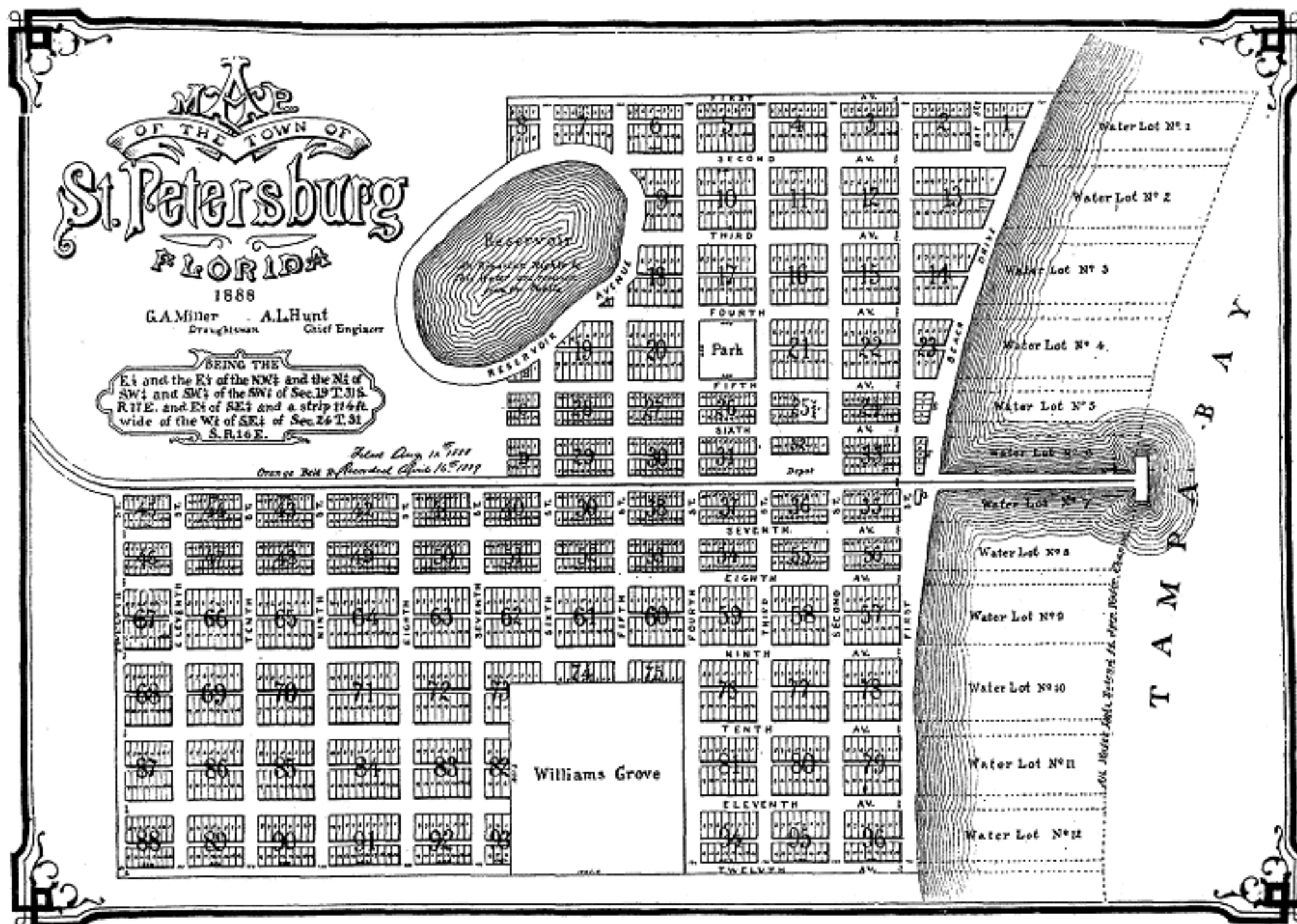
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*The
Story of St. Petersburg*



Dedicated to my daughters
Jane and Peggy

THIS BOOK BELONGS TO
HAMPTON DUNN
10610 CARROLLWOOD DR
TAMPA 12, FLA.
PLEASE TAKE CARE AND RETURN



Original plat of St. Petersburg filed in the Hillsborough County courthouse in Tampa on August 11, 1888, by Peter A. Demens. The avenue designated as "Sixth Av." is now Central avenue. The body of water designated "Reservoir" is now known as Mirror Lake. Williams Park is shown as "Park."

The Story of St. Petersburg

The History of Lower Pinellas Peninsula
and The Sunshine City

By Karl H. Grismer

Author of

"The History of St. Petersburg" (1924)

"The History of Kent, Ohio" (1932)

"The Story of Sarasota" (1946)

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THIS BOOK BELONGS TO
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The Heart of the Sunshine City
Fourth street and Central avenue, looking toward the north.

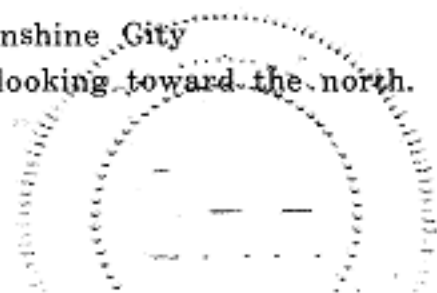


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APPRECIATION

Part of this Story of St. Petersburg is based upon data furnished years ago by men who have since died: W. L. Straub, Lew B. Brown, Ed. T. Lewis, Josef Henschen, C. Perry Snell, H. H. Richardson, Arthur Norwood, H. W. Gilbert, A. F. Bartlett, Jacob S. Disston, T. A. Whitted, A. H. Phinney, and many others. The author is deeply grateful for the help they gave him.

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Without the assistance of the above persons, and many others, the publication of this book would not have been possible.

PROLOGUE

Out of the sea rose the land. Dazzling white sand, the vast expanse of encircling waters, and the sky above—and nothing else. Ages later came plant life, and reptiles, and birds, and strange creatures unlike anything on the earth today.

Aeons passed.

Then came man—savages from out of the North. Their needs were simple, and the land supplied them. They lived largely on oysters, and clams, and they piled up the shells in huge mounds which serve as a mute reminder of their existence.

Then came the white man, the Spaniard, resplendent in costume and viciously cruel in his fruitless quest for gold, and silver, and sparkling gems.

Such was the beginning of Florida as we know it today, and such was the beginning of Pinellas Peninsula. Just the beginning.

Upon this peninsula of Pinellas, a favored part of a favored land, there has grown a city—the city we call St. Petersburg. It is the story of this city that we are going to tell—the story of St. Petersburg, the Sunshine City, the world-famed city of health and happiness, “where all the time is summer, and flowers never die.”

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CHAPTER I

IN THE DAYS OF LONG AGO

WINTER VISITORS first came to Pinellas Peninsula an aeon or so ago. They were strange, weird creatures unlike anything on earth today. And the winter from which they fled was a long, long winter which lasted ten thousand years or more. It was the winter of the Ice Age when the great glacier made its slow, inexorable march southward, changing the face of the earth as it moved and annihilating all green and growing things.

Animals living in the north left in frenzied haste as the glacier advanced and the air became ever colder. Among them were grotesque, ungainly mammoths, serrate-toothed mastodons, amphibious rhinoseres, and two-ton armadillos. Also, giant ground beavers, huge rats, and vicious saber-toothed tigers, most ferocious of all the early carnivora.

Uncounted millions of those pre-historic animals came to the Florida peninsula during the great migration. All of them vanished, for reasons we do not know, long before the dawn of civilization. Most of their bodies disintegrated and became part of the soil. But thousands of them sank in swamps or in the oozing muck of river beds. In the course of time their bones became hardened and fossilized, to endure as conclusive proof that such animals once existed.

On April 20, 1907, while workmen were digging marl near Lake Maggiore to surface St. Petersburg streets, fossilized bones of a giant mastodon were found. Fossil remains also have been found in other parts of Pinellas Peninsula, proving beyond all doubt that this favored land was a "winter resort" in the dim and distant past, as well as now.

When man first came to the peninsula no one knows. Over in Sarasota County, the mineralized skeleton of a man was unearthed May 4, 1929, from the bank of a newly-dug drainage ditch. Paleontologists asserted it was at least 20,000 years old, perhaps much older, and they hailed it as a discovery of the first magnitude. Historians, often more conservative than paleontologists, doubt that human beings existed in Florida so long ago, at least fourteen millenia before the first pyramid was built in Egypt. But who knows? Somewhere in Florida there may be positive proof that the paleontologists are right. Time alone will tell.

In the meantime, historians are clinging to the belief that the first human beings came to Florida comparatively recently, within the past two thousand years or so. Which brings us down to fairly modern times.

A Vanished Race Lived Here

When white settlers first came to Pinellas Peninsula, about a hundred years ago, they found the shore line and many of the keys thickly dotted with mounds of shell and earth, some fifty feet or more in height and several acres in extent.

No one knows for sure who built those mounds, or when. For many years it was believed they had been built by the Seminoles but that theory has long since been rejected. Historians now agree that the mounds were made by a race of people which preceded the Seminoles by hundreds of years. But the exact time of the arrival in Florida of these first comers is purely a matter of conjecture.

The truth is that extremely little is known about the aborigines, whom, for want of a better name, we call the Indians. The reasons for this lack of knowledge are simple. The aborigines left behind them no written records or architectural remains from which clues regarding their identity can be obtained. Today, after generations of research, authorities still do not agree even on the names of the various tribes or the specific territory each tribe was supposed to occupy. Many of the conclusions of the scholars seem painfully akin to guesswork. And contradictions abound.

The mystery regarding the origin of the first inhabitants of Florida probably never will be solved. One theory is that they came here from the West Indies, a thousand years or more ago. Another theory is that they came from Asia originally, by way of the Aleutians and Alaska, and finally settled in Florida after centuries of wandering in the North. Still another theory is that they came from Mexico, following the coast.

Indefinite though our knowledge of the origin of the Indians may be, it is easy to understand why they selected Pinellas Peninsula for some of their largest settlements. The woods were filled with game and the waters were alive with fish and luscious shell-food. To exist here required a minimum of effort. No wonder the Indians resisted the Spaniards so ferociously when their homeland was invaded!

Examination of the mounds left by the Indians has shown that some were made almost entirely of earth while others were made entirely of shells. The earth mounds undoubtedly were made to serve as fortifications, places of worship, or for use as burial grounds. The shell mounds, which predominate, were in reality kitchen middens, or refuse dumps.

At the places where the kitchen middens were formed, the inhabitants of Pinellas Peninsula feasted on oysters, clams and conches, and while they ate, they threw the empty shells away, along with fish bones and the shells of lobsters and crabs. Judging by the size and number of the middens, the Indians must have had innumerable toothsome meals.

Old settlers say there were originally six or seven kitchen middens in the vicinity of Sixth Street and Sixth Avenue south where Shell Mound Park has been established. All except the present mound were leveled when the shells were hauled away nearly fifty years ago for use on streets and sidewalks. The appearance of the last mound was radically changed in August, 1915, when Walter Hullman, superintendent of parks, misunderstood orders from the Park Board to "clean up" the mound and park. He did a thorough job. Getting a fire hose, he connected it to a fire hydrant and turned on the water full blast. When he finished, all vegetation and all traces of antiquity had been washed away and the remaining shells were almost snowy white. Since then the mound has had a sort of artificial appearance.

John A. Bethell, in his "History of Pinellas Peninsula," told about an old fort, made of earth and shells, which was found on the north side of Big Bayou. One side of the fort faced the water; the other sides were walled up, the walls being several feet high. Bethell surmised that it was built by the Spaniards as a protection against the Indians. It is more likely, however, that the fort was built by the Indians themselves inasmuch as the description tallies with that of other forts known definitely to be of Indian origin.

Although scores of mounds on the peninsula have been destroyed as a result of development, many still remain on Weedon's Island, Pinellas Point, Maximo Point, the Jungle, Pine Key and elsewhere. Extensive excavations were made in the Weedon Island mounds during the winter of 1923-24 by Prof. J. Walter Fewkes, then chief of the Bureau of American Ethnology of the Smithsonian Institution. Dr. Leslie M. Weedon, of Tampa, who owned the island for many years, had preserved the mounds with the hope that they might become a public heritage and had made a large collection of priceless Indian artifacts.

One of the mounds examined by Professor Fewkes had been made for use as a cemetery. He reported that it contained "Indian bones mingled with pottery fragments in abundance." He noted that the mound was made in three layers, each new layer containing pottery better made and more finely decorated than the one just below it.



A final conclusion from the exploration was that the mound showed that there had been two waves of immigration into Florida in prehistoric times. "The people who came here first, or of whom the first evidence is found in the lowest layer of the mound, were of an origin as yet wholly unknown," Professor Fewkes stated. He conjectured that this first race was "submerged by a people from the north, presumably of the Muskogean, or Muscogee, or Maskoki race, who brought with them articles akin to those found in mounds in Georgia."

Artifacts of Mayan origin have been found in other mounds on the peninsula. These Mayan objects support the theory that the Indians living here were visited often by Mayan traders who traveled in huge canoes, stopping at ports along the Gulf of Mexico and Caribbean Sea. One of these boats was seen by Columbus. He reported it was almost a hundred feet long, had a seven-foot beam and supported twenty-five paddlers, in addition to the trader and his family of seven.

Measurements taken of skeletons found in Pinellas Peninsula mounds showed that the Indians were short but stocky, with heavy bones. The adult males averaged about five feet six inches in height and the females five feet one. These skeletal remains effectively blast fantastic tales told by early Spanish explorers to the effect that the Indians were a race of giants. Perhaps these stories were circulated to furnish an alibi for the Spaniards' failure to subdue the Florida Indians as easily as they had subdued the natives of the West Indies.

Despite the contradictions in early explorers' stories about the Indians, a few facts stand out.

The natives were of light brown hue and stockily built. They lived in thatched palmetto huts in small villages usually located near their temple mounds. They had well organized fisheries and crude industries such as the making of pottery and weapons. They had fields for cultivation of maize, pumpkin, squash and tobacco.

Each tribe had its chief and each village its paracousi, or sub-chief. The juavas, or Indian priests, who also served as medicine men, had great influence. As worshippers of the sun, the Indians had three great annual feasts: when the corn was planted, when the ears were ready to eat, and when the crop was harvested. They had their sports, such as wrestling, running and jumping.

Many of the natives were gaudily tattooed and all of them seemed to like ornaments, especially pendants made of stone, shell, bones or teeth which they hung around their necks. A few had ornaments made of gold, obtained very likely from the Indians of Georgia or from Mayan traders. Both men and women wore their hair long. That of the men was drawn to a tight knot on top of the head and used to support feathers and other decorations.

Until the Spaniards came to oppress them, they seemingly were a friendly people who got along well with visitors from other lands. There

is abundant evidence to show that they were in constant contact with the natives of the West Indies, Central America and South America.

The Florida Indians may have had one great, perhaps fatal fault. They may have bragged too much about their native land during their contacts with the outlanders. In all events, word spread through the West Indies that the "island" to the north called Bimini was a land of the greatest riches. And it was a land wherein there was a fountain whose waters would restore youth to those who bathed in it. Riches—and a fountain of youth besides!

Followers of Columbus heard those tales of glorious Bimini shortly after they landed in the West Indies. The tales passed from mouth to mouth and lost nothing in the telling. They even reached the court of Spain. The result was exactly what might have been expected. The Spaniards decided to explore and conquer this wondrous land. Such temptation could not be resisted by any country that was conquest bent. Certainly not by Spain.

Spaniards Come to Pinellas

Juan Ponce de Leon is credited with having "discovered" Florida on Easter Sunday, 1513, but no one can study the famous Cantino map, published in 1502, and not be convinced that Florida had been discovered and both coasts carefully examined long before Juan Ponce ever set foot on Florida soil.

The truth is that the Florida West Coast was visited many times during the two decades following the first voyage of Columbus by money-mad adventurers. They sought gold and when they could not find gold, they captured Indians and sold them in the West Indies, where they soon were worked to death in the plantations. None of these trips were publicized, and few school histories tell about them, but there is no doubt that they were made.

As a result of the slaving expeditions, and the ruthless cruelty of the marauders, the Indians became deadly afraid of all Spaniards and evaded them whenever possible. And also fought back with savage cunning.

There is reason to believe that at least several of the slavers came into Tampa Bay and that they passed on their knowledge of the anchoring place to the conquistadors who made the "official" explorations. Records of the conquistadors prove indisputably that they were seeking the bay when they came up the coast—and if they had not heard about it from someone who had preceded them, how could they have known of the bay's existence?

Be that as it may, it is known that Tampa Bay was being sought by the first conquistador who set foot on Pinellas Peninsula—one-eyed, tempestuous Panfilo de Narvaez.

Narvaez was brave. He also was cruel. Born in Valladolid, Spain, in 1480, he was apprenticed to warfare when a youth and by the time he was thirty he had become a lieutenant in Jamaica under Juan de Esquivel from whom he "learned how to pacify a province by destroying its inhabitants." A nice, friendly fellow!

Later Narvaez helped in the conquest of Cuba and won fame and fortune. Part of the fame resulted from the manner in which he disposed of two thousand Indians he found one day in a Cuban village. The Indians offered cassava bread and fish to the Spaniards and began distributing it. Suddenly, at a sign from Narvaez, the Spanish soldiers drew their swords and began "slaying men and women, young and old, who were seated heedless, staring at the Spaniards; and within the space of two credos not a person was left alive."

In 1520 Narvaez was put at the head of a force sent to the Aztec coast to compel Hernando Cortez to renounce his command. Narvaez was defeated by his compatriot and held prisoner for three years. Despite this humiliating experience, he returned to Spain and managed to obtain from Charles the Fifth the right to discover and conquer the region from the Rio de las Palmas, in northeastern Mexico, to the Isle of Florida.

The Narvaez expedition, made up of five ships, four hundred men and eighty horses, arrived off Pass-a-Grille on Tuesday, April 7, 1528. During the next two days the pilot hunted for the entrance to Tampa Bay but without success. On Holy Thursday he sailed into the entrance of a little bay at the head of which was seen an Indian village. The inspector, Alonso Enriquez, landed and found some of the Indians. Making signs of amity, he called to them: they came forward and in barter gave him fish and several pieces of venison.

Encouraged by the indications of friendliness, Narvaez landed the next day, Good Friday, taking with him as many of his soldiers as his boats would hold. The landing party found the village abandoned, the inhabitants evidently having fled at night. The dwellings of the village were small and round, like pigeon houses, with trees for uprights and thatched with palmetto leaves. In the center of the village was a barn-like house with whole trees for rafters, large enough to hold more than three hundred persons.

The Spaniards tramped through the entire village, turning over everything in the hope of finding gold. Suddenly a great shout arose. One of the soldiers, poking among some fish nets, had discovered a gold trinket. Everyone was thrilled. Lingering doubts about the ultimate success of the expedition were dissipated. Surely the trinket was positive proof that there was gold in Florida! Now all that remained to be done was find the source of the gold—and everyone would become rich!

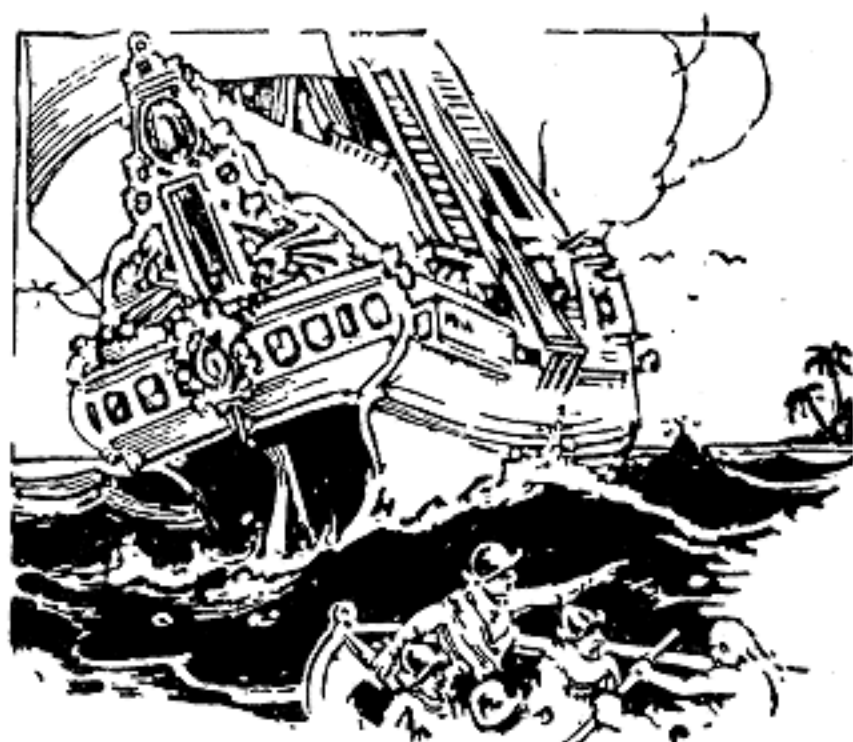
Narvaez ordered the remainder of his troops to land. The horses also were brought ashore. Of the eighty brought from Cuba, only forty-two remained alive and they were too weak and lean to be of service.

"On the following day, Easter Sunday, Indians of the town came and spoke to us," stated Cabeza de Vaca, treasurer of the expedition, in his report to the king made years later. "As we had no interpreter, we could not understand what they meant. They made signs and menaces and appeared to say we must go away from the country. With this they left us and made off."

It would have been far better for Narvaez and his men if they had heeded the Indians' warning. But they didn't. They proceeded northward, greedily hunting for gold. Indians followed them, shooting at them from ambush with their deadly arrows. Food was difficult to find and many in the party became ill and died. Finally the desperate adventurers built boats to get away from the Indians. One boat was wrecked near Pensacola, two were lost at Santa Rosa, and the fourth, carrying Narvaez, was blown out into the Gulf and never heard of again. Of the four hundred men in the expedition, only three besides Cabeza de Vaca managed to reach Mexico after several years of harrowing experiences.

Historians have argued for years about the exact location of the place where Narvaez first landed. It is now generally agreed, however, that he turned in from the gulf at Johns Pass and landed on the mainland at or near the Jungle. This conclusion is based upon a statement by Cabeza de Vaca describing an exploration trip made by Narvaez. "We took our way toward the north, until the hour of vespers, when we arrived at a very large bay that appeared to stretch far inland," De Vaca stated. He estimated that the party traveled about ten miles. The head of Old Tampa Bay is approximately ten miles due north of Boca Ciega Bay. Nowhere else in the state is there a large bay ten miles north of another bay, researchers say, and hence the place of the landing of Narvaez is fixed definitely.

There is a romantic sequel to the Narvaez expedition. The wife of Panfilo de Narvaez sent a relief ship after him when he failed to return. On the ship was a young fellow named Juan Ortiz.



Somewhere on Pinellas Peninsula, Juan saw an Indian waving what appeared to be a letter. Thinking it might be news from Narvaez, Juan plunged from the ship and splashed ashore. He was promptly seized and taken to an Indian encampment where Hirrihigua was chief. Ortiz was ordered burned alive but when the flames began to singe his body, Hirrihigua's daughter dashed in and pleaded with her father for his life. The plea was granted and Ortiz was ordered to stand guard at the Indian cemetery and keep animals away.

During the first night he saw a wild cat attempting to carry off the body of a child. The stench of decaying bodies made him violently ill but he managed to shoot an arrow and kill the animal. His act was witnessed by one of the Indians and for a year no further move was made to harm him. As autumn drew near, however, the medicine men began to clamor for his life. Again the Indian princess came to his aid. She helped him flee to the camp of Chief Mococo, to whom she was betrothed. There Ortiz remained until the arrival in Tampa Bay of the fleet of Hernando de Soto in 1539. Mococo sent Ortiz and nine Indians to contact the Spaniards. They met a party of forty Spanish horsemen who began to attack furiously. Ortiz attempted to cry out in Spanish but to his horror discovered he could remember no Spanish words. Finally, in desperation he managed to gasp "Seville-Seville-Christian-Christian." Saved, he joined De Soto's expedition. That's the story related by Ortiz himself—so it must be true. Anyhow, it's interesting.

There's a strong possibility that De Soto, as well as Narvaez, made his first camp in Florida on Pinellas Peninsula, probably at the Indian camp known to have existed on Weedon's Island. However, the location of the camp was "officially established" in 1939 by the De Soto Expedition Commission as being on Terra Ceia Island, at the mouth of the Manatee River. The commission spent four years studying Spanish records before making its findings and, consequently, its conclusions must be harkened to, even though they may seem extremely illogical. But why argue about it? Pinellas Peninsula definitely has Narvaez so why not let Sarasota and Manatee counties have Hernando de Soto? Certainly one of those tough old Spanish conquistadors is enough for any community!

But before passing De Soto by it should be mentioned that, while in this section of Florida, he wrote a letter to the governor of Santiago. That is undoubtedly the first letter ever written with a Florida date line: Espiritu Santo, Florida, July 9, 1539.

Nearly thirty years passed after De Soto left before this part of Florida was again visited by Spaniards. In 1567 Pedro Menendez de Aviles, founder of St. Augustine, attempted to establish a fort-colony on the shore of Tampa Bay near an Indian village whose chief bore the name of Tocobaga. The Indians were friendly so long as Menendez was

backed by hundreds of his armored soldiers. But when Menendez departed, leaving behind only a small garrison of twenty-one soldiers and seventeen farmers, the friendliness vanished. Tocobaga turned his warriors against the garrison and slaughtered every man. Missionaries who visited the spot two years later could find no trace of the settlement.

Perhaps Tocobaga may have had some excuse for his savagery. Perhaps he remembered an incident which allegedly occurred while Narvaez was still in these parts. It's related that Narvaez went to Tocobaga's camp seeking gold; when he could not find what he sought, he seized Tocobaga's mother, tore her tongue from her mouth, and flung it in the face of Tocobaga. Yes, it's quite possible Tocobaga remembered this incident—and wanted a little revenge. He got it!

On October 22, 1924, while Crescent Lake was being cleaned out, workmen found an ancient canoe hewn from a cypress log. The canoe appeared to have been made by the Indians under the supervision of men who had more advanced knowledge of boat building. Historians concluded that the canoe had been brought here by Menendez, that Indians seized it after the Menendez garrison had been slaughtered, and that the Indians then took it to Crescent Lake for use in fishing. That may or may not be true but, anyhow, it was a very old canoe.

So far as is known, no Spanish conquistadors or missionaries came to Pinellas Peninsula after the missionaries learned in 1569 that the Menendez garrison had been massacred. Maybe the Spaniards decided that the Indians of the peninsula were too tough to be either conquered or converted. In all events, the Indians were let alone.

But the Indians suffered from their contacts with the whites even though the whites had departed. Annals of the West Coast record an epidemic of smallpox which took thousands of lives. Other diseases took their toll and the native race began to slip from the pages of history. By the dawn of the nineteenth century, the tribes encountered by the early Spaniards had vanished or had been absorbed by other tribes.

Thereafter we hear of no other Indians but the Seminoles, in whose veins flows the blood of Georgian Creeks and escaped Negro slaves. And perchance the blood of philandering Spaniards. A mixed race, true enough, but a race of brave and fierce fighters, as the Americans learned during the long and bloody Seminole War.

CHAPTER 2

BEFORE THE CIVIL WAR

NO ONE KNOWS, and probably no one ever will know, the name of the first white settler on lower Pinellas Peninsula. That first settler, whoever he was, undoubtedly came much more than a hundred years ago. He left no record of his identity. Perhaps he stayed only a short time and then went away; perhaps he died here and his bones lie somewhere in Pinellas soil.

There's no doubt, however, that itinerant fishermen lived on the peninsula early in the nineteenth century. On a map of Florida published in 1831 the entire peninsula bears the name "Fishermen's Point." That name hardly would have been given to it if fishermen had not been here. Many of the early comers probably were Spaniards who came to the fishing grounds around the point to catch fish for the Cuban market. The chances are we are indebted to those Spaniards for names given some of the passes, bayous and localities, like Pass-a-Grille and Boca Ciega Bay. The name Pinellas itself is merely a musical contortion of the original name of the peninsula—Punta Pinel, meaning Point of Pines.

Although we do not know the name of the first settler on the lower peninsula we do know the names of the first property owners. They were three Spaniards, all of St. Augustine: Joseph Silva, John Levich and Maximo Hernandez. Silva lived in a palmetto-thatched cabin near what is now the south approach to Seminole Bridge. Levich settled at the Jungle. Maximo Hernandez lived at the end of the peninsula at what is now known as Maximo Point.

These three men had been granted permits at Newnansville to settle on the West Coast under the provisions of the Armed Occupation Act of 1842. Their permits were granted June 13, 1843. The Armed Occupation Act stipulated that settlers would be granted 160 acres if they built habitable homes, cleared at least five acres of land, planted crops, and agreed to bear arms against the Indians for at least five years.

Positive proof that Silva and Hernandez had fulfilled the government requirements is provided by the notes of government surveyors who surveyed the lower peninsula in the late spring of 1848. George Watson, Jr., surveyed the section where Silva and Hernandez lived. Their names are mentioned in his notes and he states that he assigned land to them under the provisions of the Armed Occupation Act. To Silva he assigned

the south half of the southwest quarter of Secion 1, Township 31, Range 15 and the north half of the northwest quarter of Section 12, also Township 31, Range 12. Hernandez was assigned the southeast quarter of Section 10, Township 32, Range 16. Each was entitled to 160 acres but it appears the surveyor cheated them. Silva received only 144.52 acres and Hernandez 136.25 acres.

The surveyors did not mention Levich in their notes. Perhaps he was away fishing when the surveying party came through and his home was not seen. But regardless of that, Levich received a government patent to his land, 157 acres, on August 1, 1849, as shown by county records. After the Civil War, he turned the tract over to John Miller and William B. Henderson of Tampa, in settlement of a \$46 grocery bill.

Maximo Hernandez did not receive a government patent to his land. He died some time before it was issued, on October 15, 1852, so his widow, Domingo Hernandez, became the owner. Court records show she sold it on April 21, 1886, for \$100 to William Whitridge, Claude Van Bibber, William C. Chase and A. F. Dulin. The deed was written in French.

The name of Maximo Hernandez has been given at various times as Antonio Maximo and Antonio Maximo Fernandez. But the land patent was made out to Maximo Hernandez, and that's the way the name appears on county records. In all events, Maximo was certainly here and the name Maximo Point will always identify the spot where he lived.

During the summer of 1848 another fisherman, William Bunce, came to this section and established a "fish ranche" on a key later known as Hospital Key.* Hernandez also had a fish ranche. At these ranches the men salt-cured mullet which they sold to Key West and Cuban traders who plied up and down the coast in those days, buying from fishermen along the way. Annals of the West Coast have it that both Hernandez and Bunce left the point after their ranches were destroyed in the 1848 hurricane. It is believed they never returned—by that time Hernandez had lived on his land long enough to clinch his title to it so he did not have to come back unless he wanted to. And apparently he didn't.

And Then the Wind Blew!

That hurricane of 1848 which drove away the fishermen was the worst in the history of the West Coast. It was even worse than the hurricane of 1846 which blew much of the water out of Tampa Bay, exposing great areas of sand flats which always before had been under water. An interesting account of the '46 hurricane was written later by the Rev. Edward Franklin Gates, of Manatee which was as badly hit by the heavy winds as Pinellas Peninsula.

"The storm began October 14, 1846," wrote the Reverend Gates, "and was preceded by an unusual phenomena—rapidly flying scuds of

*There is another version of Bunce's coming to the Point. See Index; Bunce, William,

clouds seemingly but a short distance above the earth. Moving in mixed confusion were the man o' war or frigate birds which were taken as sure indications of an approaching storm. The hurricane swept down the Manatee River from a northeasterly direction with all its fury, mowing down fences like grass, and blowing down houses and causing much misery and distress, reaching its climax sometime between midnight and dawn. Less than four feet of water remained in even the deepest parts of the Manatee River. Josiah Gates rode horseback across the river and didn't even get his boots wet."

Unlike the '46 hurricane, the hurricane of '48, which started Saturday, September 22, came with destructive force from the southwest and pushed the waters of the gulf into Tampa Bay. All the islands and keys along the coast from Sanibel, at the mouth of the Caloosahatchee River, to Bayport, thirty miles above Tarpon Springs, were inundated. Ships were washed ashore and smashed to pieces by the pounding waves.

The newly built lighthouse on Egmont Key was blown down. When the lighthouse keeper, Marvel Edwards, saw that the waves were going to wash over the island he placed his family in a boat and waded with it to the center of the island and tied it to cabbage palms. During the night the boat was lashed by the raging wind and the high water lifted it close to the top of the trees. Many times it nearly overturned. By morning, members of the family were almost exhausted. But they survived the ordeal. When the water subsided, as quickly as it had risen, the family returned home to find that all their possessions had been washed away or ruined by water. The lighthouse later was rebuilt, this time strong enough to withstand any storm.

The size and shape of many of the keys and islands underwent many changes during the hurricane. Some of the keys were almost entirely washed away; others were built up by the shifting sands. A number of new passes were created. Government charts made before the hurricane proved to be almost valueless after the storm due to the fact that nearly all the ship channels had shifted their courses or had been filled up with sand, or deepened.

A short time after the hurricane passed, fishermen began returning to the lower peninsula. Among them were Antonio Papy, who located at Papy's Bayou; Bille Booker, at Booker Creek; Henry Murphy, on Boca Ciega Bay near Johns Pass, and others whose names have disappeared in the mists of passing time.

David Levy Yulee Goes Railroading

The first orange grove on the lower peninsula was planted by a settler named William Paul who came in the fall of 1854 and located at what is now the foot of Fifth avenue north, where the Vinoy Hotel stands.

In a strange, roundabout way Paul came here because of Senator David Levy Yulee, one of the most astute politicians Florida ever had. The chances are that Yulee never heard of Paul, or Paul of Yulee, but there's a connection between the two, nevertheless.

Besides being a smart politician, Yulee was a shrewd financier and a remarkably clever promoter. He engineered a scheme for building railroads, badly needed by Florida, from which he and his associates were certain to make handsome profits, even though the railroads themselves might go bankrupt. This is how he did it:

In 1845, when Florida was admitted into the Union as a state, Yulee was elected to the United States Senate. He became one of the most zealous advocates of the Swamp Land Act, which was passed Sept. 28, 1850. The terms of this act gave to every state all the swamp and overflowed lands within its borders. In Florida, scheming politicians eventually succeeded in having nearly two-thirds of the state declared "swamp and overflowed." As a result the politicians had lots of land to juggle.

While a senator, Yulee also succeeded in securing for the state of Florida a grant of 500,000 acres of arable land which could be sold, pledged or given away in the financing of public improvements. Title to this arable land, and also to the swamp and overflowed land, was

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placed in the Florida Internal Improvement Fund—which the politicians controlled, lock, stock and barrel.

Passage of the Swamp Act and the securing of the grant of arable land had more than a little bearing on the subject of building Florida railroads. Also, on the subject of Senator Yulee and his associates as railroad builders. In reality, the enactment of the measures meant the successful completion of the first phase of Yulee's scheme to build railroads without fear of loss. That is, without fear of loss to Senator Yulee and associates.

With the help of friends, Yulee next succeeded in getting the Florida state legislator to pass an act guaranteeing state aid in the construction of two railroads: one to run from Fernandina to Tampa Bay, with a branch to Cedar Keys, and the second to extend from Jacksonville to St. Marks. Yulee and associates, of course, were to form the corporation which would build the roads.

The state aid guaranteed was munificent indeed! Under provisions of the act, the state pledged itself to give the right of way for the railroad and every other section of swamp and overflowed lands along the railroad. The railroad corporation also was authorized to issue bonds to the extent of \$10,000 a mile to buy rails and equipment and the act stipulated that interest on the bonds would be guaranteed by the Florida Internal Improvement Fund. In other words, if the railroad went broke, the state of Florida would be left holding the bag! Not a bad deal—for David Levy Yulee and associates!

The Florida Railroad Company was formed by Yulee and his associates and as soon as Gov. James E. Broome signed the act, the company began selling bonds and stock. Inasmuch as the state guaranteed payment of interest on the bonds, they sold like the proverbial hotcakes.

How much Yulee and associates made on their neat railroad building venture is not revealed by histories. But it's a matter of record that by 1860 the Internal Improvement Fund had pledged itself to pay the interest on \$3,527,000 worth of bonds sold by railroad companies and it's also recorded that Yulee was "the greatest Florida railroad builder in ante-bellum days"—so the chances are that Yulee did well by himself.

Site Is Recommended for Railroad

But that's immaterial. What's pertinent here is Yulee's announced plan to build a railroad from Fernandina to Tampa Bay, with a branch to Cedar Keys.

On April 3, 1854, a trim, two-masted schooner anchored in Tampa Bay. On board was a party of surveyors under the command of Lieut. C. H. Berryman. During the next three months, 32,121 soundings were made in the bay. They were recorded on a chart published by the Coast

Survey in 1855. The chart showed that Tampa had only five feet of water for a distance of two miles from shore while at the present site of St. Petersburg eleven feet of water was found less than half a mile from the shore line. Two lines drawn on the chart approximately at what is now the foot of Fifth avenue north represented the location for a pier and the words "proposed site for a railroad depot" appear at the same place.

Lieutenant Berryman's report was included in the annual report of the Coast Survey for 1855. In it he stated:

"I have an excellent harbor and a site for a railroad depot but the piers, I think, will be unusually long. Yet if the company is desirous of making a substantial improvement, the length of the pier ought not to be a serious objection. Eighteen feet of water may be brought from the gulf and the bottom is good for holding.

"The ground for a depot is perhaps twelve feet higher than high tide and at least three feet above the great gale of 1848. This is at the landing and from this point gently rises for 1,500 feet to a height of twenty feet. The piers would need to be 1,200 to 1,500 feet long and reach a depth of fifteen feet. During summer a tide of twenty feet may be brought in. Vessels drawing eighteen feet may safely anchor in this bay."

Lieutenant Berryman's reference to "the company" indicates strongly that he was referring to Yulee's proposed Fernandina-Tampa Bay railroad. Yulee's company was the only company authorized to build a line to the bay and he was undoubtedly the only Floridian with enough influence in Washington to get such a survey made at government expense.

Berryman's report regarding Tampa Bay was obviously favorable. But for some unknown reason, Yulee failed to bring the railroad to Tampa Bay according to plan. His company in 1858 completed construction of a narrow-gauge road from Fernandina to Cedar Keys but nothing more was heard of the Tampa Bay road to which the Cedar Keys line was supposed to be a branch. As a result, the development of this entire section of the West Coast undoubtedly was retarded for many years.

The First Orange Grove Is Planted

There is a possibility, however, that the government survey served a good purpose anyhow. Berryman's chart was seen years later by Peter A. Demens, father of the Orange Belt Railway, and it may have influenced him in terminating his road at the present site of St. Petersburg instead of on Mullet Key, as he had originally intended. In his letters he referred often to "Paul's Landing" as being a most desirable terminus—and Paul's Landing was exactly at the spot where Berryman had indicated the railroad piers should be built.

This is how that happened. Berryman had liked the place so well that he had decided to have quarters built there so he and his men could

spend their leisure hours on shore. The quarters were erected by the ship's carpenter, William Paul. A pier also was built and a number of outbuildings, including a smokehouse where Berryman's crew could make their own hams and bacon from razorback hogs which ran wild in the woods and were easily shot.

The surveying party left in August. In November, Paul returned in a sloop, accompanied by his wife and son. He had become so attached to this part of Florida that he had decided to make it his future home. As might have been expected, Paul took possession of the buildings he had erected. Why not? They had been abandoned and he had as much right to them as anyone. So there it was that Paul settled, with his family. He had brought with him fifty young orange trees, packed carefully in wet Spanish moss, and his first task was to clear land and plant a grove. It was the first grove on the lower peninsula.

To make money while his grove was getting established, Paul became a commercial fisherman. His truck garden supplied him with all the vegetables his family needed. The woods behind him were filled with game. The family fared well and Paul probably would have become a permanent settler had not his wife become seriously ill, making it necessary for the family to return to "civilization" so that Mrs. Paul could get medical attention. For many years after the Pauls left their homesite and the pier were known as Paul's Landing and the name appears on the land abstracts of hundreds of present-day St. Petersburg property owners.

Beginning about 1855, the lower peninsula began to be used as a grazing ground for cattle owned by cattlemen living in Tampa and on the upper part of the peninsula. To take care of the cattle, James R. Hay came in 1856 and erected a small shack on what is now Lakeview avenue. Two years later he built a much larger home on Boca Ciega Bay, near Clam Bayou. He hewed the lumber himself. The weather boarding was in strips four feet long, six inches wide and three-quarters of an inch thick, riven from pine timber. At the outbreak of the Civil War, Hay sold this home to William A. Coons for \$25 and an old silver watch. He then joined Federal forces which were blockading Tampa Bay at Egmont Key. He never returned.

Two veterans of the Seminole War of 1856-57 came to the Point in the late 50s. They were Abel Miranda, of St. Augustine, and John A. Bethell, born in Nassau and raised in Key West. During the war, Bethell had served as a mate on the small government steamer "Texas Ranger" which plied between Tampa and Fort Myers, transporting troops and munitions. Miranda was one of the volunteers who penetrated deep into the Everglades and helped capture the Seminoles.

The two men met at Fort Myers and became friends. After the war ended, Bethell invited Miranda to his parents' home in Key West. There

Miranda met Bethell's sister Eliza. He fell in love with her. Shortly afterward they were married and went to live in Tampa, where a son was born.

During the war, Miranda had passed in and out of Tampa Bay several times. On one occasion his boat stopped at Big Bayou so that fresh water could be gotten at a spring which bubbled out of the ground in a thicket a hundred feet from the shore. The spot was so beautiful that Miranda decided he would like to live there. After his son was born and he felt free to leave his wife for a while, he bought a sloop, stocked it with provisions and set off down the bay. Arriving at Big Bayou, he built a lean-to shack and started a fish ranche.

A few months later, while on a trip up the bay, he stopped to talk to Paul and when he learned that the latter was getting ready to depart, he made arrangements to buy Paul's house and other buildings—for \$35. Paul threw in all his orange trees for good measure. After Paul left, Miranda dismantled the buildings and floated them down the bay and into Big Bayou. Hay and Booker helped him put the buildings back together again. When the job was done Miranda returned to Tampa and got his wife and child.

In 1859, Mrs. Miranda's two brothers, John and William Bethell, came to live with her. They established a fish ranche of their own at Little Bayou. They specialized in making pickled mullet, curing the fish in a heavy salt brine. Old timers report that the two Bethells did a good business and made money.

Miranda's Home Destroyed By Federals

Disaster struck the Miranda homestead in February, 1862. The commandant of the Federal blockading fleet at Egmont Key sailed into Big Bayou with a force of men, fired a number of cannon shots over the house, and then landed, burned the house with all its contents, killed his stock of hogs and chickens, and destroyed his orange trees and gardens. When the bombardment started, the Mirandas and the Bethells fled to the Coons' place and no one was injured. After the Federals left, Miranda returned and when he found that his home had been destroyed, he decided to take his family to Tampa. He did not return until after the war was over.

Strangely enough, Miranda's home was the only one destroyed by the Federals in this section of Florida, so far as can be learned. Certainly no others were destroyed on Pinellas Peninsula. Across the bay, in Manatee County, the Federals destroyed sugar mills and a grist mill in the village of Manatee and occasionally made forays on barnyards and chicken coops, and took vegetables. But no homes were burned.

Why then, was the Miranda home destroyed? Two explanations have been given. Both are based on the assumption that Miranda was a red-hot rebel and couldn't resist killing every "damnyankee" he saw. One story, told by Miranda's Negro servant after his death, was that Miranda and some other men dressed as Negro women, enticed some Federal officers ashore, and killed them. When Miranda bragged about this at Tampa, it is said, Federal men threw him in the Hillsborough River. He was saved by his Negro servant. The Federals then went to Big Bayou and destroyed the home to get revenge, so the story goes.

Another story is that Miranda, while a captain of the home guard, led an attack upon a boat manned by Scott and John Whitus who lived near Seminole. Scott was instantly killed by a rifle ball and John fatally wounded with buckshot. Miranda had a double-barreled gun with one barrel for rifle balls and the other for buckshot and therefore was blamed for the slaying. Two reasons are advanced for the alleged killing of the Whitus youths. Some old timers said that the young men had pillaged farms and were on their way to the Federal stockade at Egmont Key with slaughtered cattle when they were shot. Others say the young men had gone to the stockade to appeal to the commandant for food for their families and were shot on their way home.

The story of the killing of the Whitus youths has a sequel. Jack Girard, a pioneer settler, told how a "ghost light" would often appear at the grave of Scott Whitus, near Johns Pass, travel across Boca Ciega Bay to a point near the present Veterans Hospital, drift up to the Whitus home, and then return to the grave. The ghost lights are reported to have been seen for nearly a half century after the slaying.

Both of the above explanations for the burning of the Miranda home are vehemently denied by the daughters of John A. Bethell, nieces of Miranda. They assert that the Federals destroyed their uncle's home out of pure malice and that he was a "bushwacker" only after the occurrence and not before.

Regardless of whether or not Miranda shot "damnyankees" it is a known fact that there was a sharp division among the pioneer settlers during the war. Some of the pioneers were strong northern sympathizers and when the "rebels" turned on them, they sought refuge at Egmont Key, headquarters for Federal forces which blockaded Tampa Bay. Temporary living quarters were provided for them on the key. Before the war ended, most of the refugees were taken North. So far as can be learned, none returned to Pinellas Peninsula. Consequently, the peninsula lost many of its inhabitants.

The peninsula really couldn't afford to lose them—only about fifty families had been living on the entire peninsula, from Dunedin south when the war started.

On the Upper Peninsula

The first permanent settler on the upper peninsula was Odit Phillippee, who was born at Lyons, France, and came to this country as a lad. He arrived in Tampa in the early 1830s, conducted a sutler's store there, and in 1835 squatted on and began improving the high ground at the head of Tampa Bay, still known as Phillippee Hammock. He served through the Seminole War of 1835-42 and helped take many of the Indians to the reservation in Arkansas. He received a patent from the United States government for his land, 122 acres, on March 19, 1850. In payment he gave scrip given to him for his services during the war.

During 1844 the upper end of the peninsula was surveyed by government surveyors. The surveyor in charge there was A. M. Randolph. His field notes show that Phillippee's nearest neighbor was Hugh McCarty who was mentioned as being the owner of "McCarty's Wood Yard." His home was located about three miles south of Safety Harbor near the present western end of Davis Causeway, at a place later known as "Swimming Pen," so named because it had sufficient water for shipping cattle. It is

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believed that McCarty was engaged in the business of cutting firewood which he shipped to Key West.

Besides Phillippee and McCarty, the only settlers on the entire peninsula when the government survey was made were Joseph Silva, John Levick and Maximo Hernandez. Those five certainly were monarchs of a princely domain.

But they soon had neighbors. In the late 40s, other settlers began coming in. One of the first was Richard Booth who married Phillippee's daughter. The couple became the parents of the first white child born on the peninsula, Odet W. "Keeter" Booth, born August 4, 1853.

During the early 1850s came the McMullens, seven brothers, progenitors of some of the leading families of the peninsula. They came here from South Georgia where their father, James McMullen, owned a large plantation. The McMullen family was of Scottish descent and migrated to this country in Colonial days, settling first in Virginia.

The seven McMullen brothers who came to Pinellas Peninsula were, from the eldest down: William, Thomas F., James P., Daniel, John, David and Malcomb. James P. came first, settled near Safety Harbor, and in 1853 bought land at what later became Coachman. Later, John located at Anona, William settled four miles south of Largo, Thomas one mile west of Safety Harbor, Daniel a mile and a half northeast of Largo, David at Morse Hill in Safety Harbor, and Malcomb near Safety Harbor. John J. McMullen, son of James P., was the second white child born on the peninsula, October 15, 1853.

Here are the names of some of the other "first comers" to the peninsula, many of whom have descendants now living in the St. Petersburg area: William Taylor, John Young, Chedrick Sutton, Jesse "Bud" Crawford, and Willoughby Tillis, near Safety Harbor; David B. Turner, Indian Rocks; Richard L. Garrison, William Campbell, W. L. Mobley, W. T. Collier, and the Youngbloods, Curlew Creek, north of Dunedin; Herman G. Arnold, near Largo; John T. Lowe, Augustus A. Archer, W. B. Meares, Richard Meares, and Robert J. Whitehurst, Anona; David Griner and Frank Girard, Seminole; Jesse Carlisle, "Haiti" Jackson, and Eli Hart, at Bayview; Birds Baker, Allan Douglas, Bennett Whidden, Josiah Douglas, and John and Daniel G. Whitehurst, in the "middle-ground" neighborhood east of Clearwater, and James Stevens and Samuel Stevenson, Clearwater.

Undoubtedly other pioneers settled on the peninsula before the Civil War but their names are not obtainable, due probably to the fact that many moved away and did not return, causing their names to be forgotten. However, a fairly complete list of "before the war" families is furnished by the roll of an infantry company of men who responded to the state's call for troops immediately after Florida's secession from the

Union. The official roster of the company is as follows: James McMullen, captain; G. W. Whitehurst, first lieutenant; Levi S. Whitehurst, second lieutenant; A. J. Youngblood, third lieutenant; enlisted men: H. G. Arnold, M. E. Arnold, R. Boothe, second sergeant; B. T. Bowden, first corporal; John Branch, J. L. Branch, B. E. Brownlow, sergeant; J. P. Brownlow, W. N. Campbell, J. S. Carlisle, Adam Clay, W. S. Clay, W. T. Collier, sergeant; Jesse Crawford, D. B. Crum, G. A. Garrison, J. N. Garrison, S. D. Garrison, corporal; Lewis Gaskins, Frank R. Girard, David Griner, corporal; M. P. Griner, J. R. Hay, H. B. Hern, R. Robert Hill, G. W. Holland, Lawrence Kittles, James Leavett, Ferdinand McLeod, M. Marsh, W. L. Mobley, J. M. Moody, N. M. Moody, Charles Papy, W. P. Parker, Martin Patterson, J. D. Rogers, T. D. Ross, G. W. Smith, John Stevens, S. H. Stephenson, B. C. Swain, J. W. Tillman, Elijah Townsend, J. A. Tullis, A. C. Turner, D. B. Turner, G. P. Washington, W. B. White, B. D. Whitehurst, J. S. Whitehurst, M. E. Whitehurst, Walton Whitehurst, D. N. Youngblood, and S. S. Youngblood. A number of names

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apparently are given incorrectly on this list. For instance, Leavett doubtless should be Leverett, and McLead should be McLeod, both being old families. Also, some initials do not check.

This company of state troops was organized July 20, 1861, and mustered out on October 20 of the same year, the men being expected to join commands in the regular Confederate armies. But service in the Confederate armies must have been considered less desirable than the state militia because many of the men did not re-enlist. Some backslid altogether and joined the Union blockading forces at Egmont Key.

At the beginning of the war there was only one post office on the entire peninsula. This was at Clearwater. It was established August 20, 1859, with David B. Turner as first postmaster. The office received its mail by steamer from Cedar Keys, to which a railroad had been built the year before. The first steamer which touched Clearwater on a regular schedule from Cedar Keys was named the Madison Packet.

Clearwater, incidentally, has the distinction of being Florida's first health resort. On April 2, 1841, the United States government established Fort Harrison there. This was a convalescent post for soldiers from Fort Brooke, at Tampa, a locality then much afflicted with malaria and other diseases. The fort was abandoned October 26, 1841, but its name has been perpetuated. Clearwater's principal street and leading hotel have been named after it.

The Clearwater post office was suspended during the Civil War but was reopened soon after the war ended with Robert J. Whitehurst as postmaster.

In the days before the war, and for some time thereafter, the eastern part of the upper Pinellas Peninsula was known by the early settlers as Old Tampa, probably for no better reason than that it adjoined Old Tampa Bay. When settlers on the Point spoke of going to Old Tampa they usually meant the settlements in the neighborhood of Safety Harbor. The first church which also was used for school purposes and as a community meeting place, was built near Safety Harbor. Also located there was Sylvan Abbey Cemetery, the first cemetery of the peninsula. It contains the graves of some of the earliest settlers. The old church has long since disappeared but the cemetery still remains and its moss-covered tombstones stand as an eloquent reminder of the days of long ago.

CHAPTER 3

LIFE AMONG THE PIONEERS

AT THE CLOSE of the Civil War only one settler was living on the lower peninsula. Just one settler in an area of some eighty square miles—more than 50,000 acres. The overlord of this vast territory was William T. Coons, an elderly man who had come to the Point just after the war started and had purchased Hay's home near Clam Bayou for \$25 and an old silver watch.

Coons and his wife had lived in lonely solitude ever since Abel Miranda had gone to Tampa with his family and the Bethell brothers after the Miranda homestead had been destroyed by the Federals in February, 1862. Their nearest neighbors lived more than five miles away, above Long Bayou. Several times they were tempted to move farther up the peninsula so they could have someone to talk to but finally they became used to the Robinson Crusoe existence and decided to remain where they were. Their home was comfortable, they had plenty to eat, the Federals didn't bother them, so why move?

They rejoiced, nevertheless, when Miranda returned with his wife and son soon after the war end and settled on the high land overlooking Salt Lake, now known as Lake Maggiore. Now Mr. and Mrs. Coons would have someone to visit with, even though their home was more than a mile from the Miranda place. In those days a mile or so between houses meant practically right next door.

Miranda had a reason for settling inland instead of at Big Bayou, where he had lived before. He told Coons: "If I'd build there again and another war would come, the damned Yankees would come in again with their gunboats and shell and burn me out as they did before. Now I'm where they can't get their gunboats through the woods to do it."

From his old homestead on the bayou, Miranda moved three orange trees which had come back to life again after the Federals tried to destroy them. He also planted many young trees, expecting to establish a grove. But Miranda had lived on the water or near the water too many years to be satisfied with an inland home. He began to long for the smell of salt water and, before his orange trees became well rooted, he overcame his fear of the Federals and moved to the shore of Boca Ciega Bay, about a half mile south of Clam Bayou, on water lot No. 1, section 3, township 32, Range 16.

To get this site, which contained 96 acres, Miranda paid a whopping big price for those days. On February 14, 1868, Rosa Read purchased it from the Florida Internal Improvement Fund for 50 cents an acre—\$48. Less than two years later, on October 6, 1869, Miranda paid Mrs. Read \$500 for the tract—\$500 in cash. That transaction marked a milestone in the real estate history of Pinellas Peninsula. A 2,000 per cent profit in less than two years sounds like some of the profits made by speculators in St. Petersburg property fifty-five years later.

Miranda bought other tracts of land in the years which followed. He had plenty of money—and he bought anything that struck his fancy. Where Miranda got his money is not definitely known. Some old timers said he became a blockade runner after the Federals burned his home and that he accumulated a small fortune before the war ended, buying goods at Nassau and selling them, for gold, in Tampa. That's possible. Miranda was a good seaman and knew every foot of the West Coast. He undoubtedly was capable of eluding the Federals who blockaded Tampa Bay at Egmont Key—whether he did or not is something else again. In all events, he was well fixed financially after the war was over. He became one of the leading cattlemen on the peninsula and at one time owned more than a thousand head.

The Leonardi Family Comes to the Point

In 1867, John Bethell returned to the Point. He had served in the Confederate Army during the war and when hostilities ceased he lived for two years in Tampa. There he met and married Sarah C. Haagar, niece of Vincent Leonardi, whose family was destined to play a prominent part in the development of lower Pinellas Peninsula.

Alex Leonardi, son of Vincent, accompanied Bethell when the latter came back to the Point. Bethell settled on Miranda's old homesite on Big Bayou. Aided by Leonardi, he built a small home and when it was completed, he went back to Tampa, got his wife and first daughter, and then settled down on the Point to live. The Bethell family remained there for over a half century.

Alex Miranda and his wife Eliza must have liked Mrs. Bethell more than they did John, even though John was Mrs. Miranda's brother. Proof of their affection for Mrs. Bethell was given on October 15, 1868, when they deeded their old homesite with forty-one acres of land to Mrs. Bethell in consideration of \$5 and also "in consideration of their deep love for her." Miranda had gotten title to this choice bit of land on January 1, 1863, when he purchased it from Peter Williams for \$1 an acre. Williams, incidentally, had purchased it from the state just forty days before for 75 cents an acre.

Vincent Leonardi came to the Point with his family of seven children, three boys and four girls, in 1868. Inasmuch as Leonardi blood

flows in the veins of many present-day residents of St. Petersburg, Vincent Leonardi deserves more than passing mention. Of Italian descent, he was born in St. Augustine where he grew to manhood and was married to Vininca Andrews. Shortly after their marriage, Mr. and Mrs. Leonardi moved to Tampa where their children were born. At the start of the war, Leonardi enlisted in the Confederate Army, was captured by the Federals, and was kept prisoner in the old fort at St. Augustine until the war ended. He then rejoined his family in Tampa and engaged in contracting.

Upon coming to Pinellas Peninsula, Leonardi purchased forty acres of land on what is now Lakeview avenue, overlooking Lake Maggiore. He bought the land from the state, paying fifty cents an acre. His deed was dated November 25, 1868. He cleared the land with the aid of his sons, started a large truck garden, and set out an orange grove and various kinds of tropical fruits.

Entirely by accident, he became the originator of the Leonardi grapefruit, for many years considered the most luscious of all grapefruit

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grown in Florida. This is how it happened. In the spring of 1869, he was presented with a basket of oranges by Miranda. The fruit, which had come from Cuba, were large, heavy-rined and unusually sweet. Leonardi liked their flavor so he planted some of the seeds in a box. The seeds sprouted and when the plants were about ten inches high, he transplanted them in his grove. Years later, the trees began bearing fruit. But by a freak of nature, the fruit they bore were grapefruit instead of oranges. Two explanations have been given: first, that the orange from which the seeds were obtained had been grown on grapefruit stock and that it consequently produced grapefruit instead of oranges, and, second, that the orange blossom had been cross-pollinated with pollen from a grapefruit blossom and that, as a result, the seeds became grapefruit seeds, even though they had been mothered by the orange. One of the original Leonardi grapefruit trees lived until the fall of 1939.

At the End of Nowhere

During the late Sixties and the Seventies, settlers kept coming to the lower peninsula. But not in a mighty stream—just a tiny rivulet. In those days the Point was almost literally at the end of nowhere, with no direct connection with the outside world. It had no churches, no stores, no schools—not even an established cemetery. There were no doctors, or dentists, or ministers. The Point was truly a frontier land and only the hardest of pioneers cared to live in such an isolated region.

Only a few settlers came to the Point each year and out of every half dozen that came, only one or two remained. The others stayed a year or so and then drifted on, seeking locations which were a little more "civilized" or where it was easier to make a living—to earn enough money to buy necessities of life which could not be wrested from the soil or obtained from the sea or forests.

That was the big difficulty in those days, three-quarters of a century ago—making money.

As one old timer said years later in a letter to the St. Petersburg Times: "A silver dollar looked as big as a cartwheel. In fact, there were mighty few dollars in the entire region. For many years most of the money was 'foreign'—Spanish doubloons and Cuban change, obtained from the sale of cattle, fish and produce to Cuban traders. Only a few cattlemen like Miranda had many of the doubloons. Most of the settlers felt rich when they managed to get a little Cuban change. Lots of them often had no money at all."

This wasn't because the settlers were shiftless or the land sterile. By no means. Almost without exception the settlers were hard-working men and women. And the ground on which they settled was fertile, as rich as any in the state. Crops were usually bountiful. The trouble was

that the pioneers could not get good prices for their products. Often they were forced to sell at prices which were ridiculously low. Sometimes they couldn't sell at any price. This was mainly due to a lack of adequate transportation facilities and a resultant lack of good markets.

The nearest railroad terminated at Cedar Keys, 90 miles up the coast. That was the Florida Railroad, a narrow-gauge road which staggered down across the state from Fernandina. From Cedar Keys a small steamer sailed once a week to Tampa, stopping at Clearwater along the way. It never deigned to stop anywhere on the Point. Consequently, if settlers wanted to ship their products on the steamer to Cedar Keys, for trans-shipment on the railroad, they first had to take them to Tampa or Clearwater. This they often did, but often to their sorrow. Many times they did not receive enough for their products at Cedar Keys to pay the freight. The reason was simple—the supply of farm products was far greater than the demand. It might have been a different story if the railroad would have gone through any large cities in which large quantities of food could be sold. But all the towns along the railroad were small; many were mere hamlets. Their needs could easily be supplied locally. As a result, prices were low, so low that when freight charges had to be paid, growers often were out of pocket.

Tampa did not provide a good market in those days simply because it was nothing but a small, nondescript village surrounded by farms which produced the same things as were grown on the Point.

Key West offered the best market for Pinellas products—and that was none too good. It was the only city in the state which had no back country of its own but when farmers along both coasts of Florida began shipping their products there, the market soon became glutted and the bottom fell out of prices.

Many of the settlers sold directly to Cuban and Key West traders who anchored occasionally in Big Bayou. But there's no record of anyone ever having become rich through dealing with those traders. Here are some of the prices they paid in 1874: salt-cured mullet, one cent each; gophers, five cents each; turtles, weighing 100 pounds or more, fifty cents each; sweet potatoes, 15 cents a bushel; pumpkins, 1 cent each; green peas, 35 cents a bushel; corn, shelled, 20 cents a bushel; lobsters, 5 cents each, and stone crabs, 10 cents a dozen. It's easy to understand why pioneers who received those payments for their products had difficulty in laying aside any money for a rainy day.

Lack of markets and the consequent low prices were the principal reasons for the slow development of lower Pinellas Peninsula. Scores of pioneers came and settled, tried farming or fishing for a year or two, found they could not get ahead, became discouraged, and pulled up and left. There were exceptions, of course. Had there not been, no one would have been living on the peninsula when the first train puffed in

over the Orange Belt Railway in 1888 and the infant town of St. Petersburg came into existence.

Some of the settlers had independent incomes and did not have to worry about making money from their farms or truck gardens. When they had to buy clothes, or farm implements, or medicines, or food which could not be obtained through their own efforts, they simply tapped their cash reserves and bought what they needed. They fared very well.

A few settlers like Miranda had enough money to buy herds of cattle which they put out to graze on the open range. These fortunate fellows were the "kings" of the peninsula. Cattle could always be sold on the Cuban market for good prices. But not every settler could be a cattle king or even a cattle prince—there just wasn't enough grazing land in this section.

Occasionally a settler with unusual energy or never-say-die perseverance managed to overcome all obstacles and become successful. Such a man was William B. Neeld, of Selma, Ala., who came to the Point in 1873, bought forty acres on what is now Tangerine avenue for \$1 an acre, cleared and fenced his land, and planted a citrus grove. John Bethell told about him in his "History of Pinellas Peninsula."

"Bill was a hustler from way back and did not let obstacles stand in his way," Bethell wrote. "I think I heard him say that after he paid for his land he had just twenty-five cents left to commence life with, which was surely a small capital for the gigantic task he was about to tackle. But that didn't stop him. At night he taught school for Vincent Leonardi's children, getting his board and lodging thereby. Daytimes he would clear land, split rails, and such. Now and then he would take a day off to fish and hunt for profit; also, to compost fish and seaweed for fertilizer for his young grove.

"Bill also composted leaves, muck and cattle droppings for in those days commercial fertilizers were unknown and those not fortunate enough to own cattle had to resort to other means to procure the fertilizer they needed. But Bill soon learned the art and became quite expert. He would take off his shoes—for shoes were an item when there were no cobblers to mend the holes—and with pants rolled up, he would strike out gathering leaves and cow chips. The sack full, he would take it to his grove on his back, for he had no horse. That is how he made the prize grove of the peninsula. After years of toil and hardship, Bill began to reap the rewards for his hard labor. For his trees flourished and bore fruit abundantly and proved very remunerative."

Bill Neeld not only got a fine grove by settling on the Point—he also got a wife. While teaching school for the Leonardi children to pay for his board and lodging, he fell in love with Leonardi's daughter

Emma. After a whirlwind courtship, he won her hand and they were married in Tampa. When the happy young couple returned from their honeymoon, all the people on the Point joined in the shivaree.

During the next few years there were other marriages in the Leonardi clan. Alex married Martha Slaughter, Ellen Louise married George Meares, and Eva married Joe Strauss. All the newlyweds settled in this part of Florida.

Plenty Food for Everyone

Although many of the early pioneers were poor, like Bill Neeld was when he first came here, nobody ever worried about getting enough to eat. With nearly a year-round growing season, no trouble was experienced in raising all the vegetables and grain needed. Every home had its own sweet potato patch and enough potatoes could be grown on a half acre or so to supply the largest family. Nearly everyone also grew corn, peas and beans. Many also grew sugar cane which they converted into sugar and syrup.

About the only trouble the pioneers had in growing crops came from wild animals and birds. Tender leaves of vegetables were tempting to the deer which overran the Point and the settlers often had to build barricades to keep them out. Despite all precautions, however, the deer often managed to break through and play havoc with the crops. Gardens also attracted wild turkeys. They came in flocks and gobbled everything in the gardens. Scarecrows didn't frighten them away. Neither did shoo-ing. Some of the birds usually had to be shot before the others learned that the luscious peas and corn and other vegetables had not been planted especially for them. The pioneers also had trouble with wildcats which broke into chickencoops at night and many old timers relate how they had to stay up all night with guns handy to protect their flocks. Several times the cats became so bad that all the settlers turned out to wage a war of extermination. While on these hunts, the pioneers also shot scores of alligators which were accused of killing razorbacks. The alligators might not have been guilty but they were killed regardless.

Although wild animals and birds were often pests, they also were a blessing. They provided countless toothsome meals. There wasn't a time, winter or summer, when the pioneer couldn't go out into the woods and "shoot a meal" for his family out of the nearest thicket. He had plenty of game from which to choose—deer, gray and fox squirrels, 'coons, opossum, turkeys, quail, blue wing teal, wood and brindle ducks, green-necked Mallards, wood ibis, curlews and gannetts, better known as "Methodist preachers."

An excellent account of the abundant game which once could be found here is given by Bethell in his "History of Pinellas Peninsula."

"All one had to do," Bethell wrote, "was to load his gun and go off from his enclosure, so as not to shoot any of his family, and kill a turkey or some other kind of game for dinner. Quail was game we never wasted ammunition on. We would sometimes catch them in rabbit traps and turn them loose. I have stood on my porch and shot turkeys while eating tomatoes. In duck season I would often kill at my waterfront enough ducks to keep my family for several days. Deer frequently swam across the bayou. I overtook one crossing the water one day and knocked it in the head with my oar, and my brother killed another with his hatchet.

"The goose pond, about four miles northwest of Big Bayou, was a noted place for geese in their season, as was also a sand flat northeast of Boca Ciega Pass. I have seen those places literally covered with geese, possibly a thousand or more. Geese were not as easily killed as other game. They were always on the lookout for danger so it was a very difficult thing to get near enough to kill more than a couple at a shot, though my partner, Anderson Woods, once killed five."

Bethell told about the good times enjoyed by the families of the early settlers when they took a few days off and went to the keys for an outing.

"Turtle-egging, bird-egging, 'coon and deer hunting was the sport," he said. "In May, when the turtles and birds began to lay, we would fit out for a week's cruise and go on the south side of Pine Key and pitch camp on the extreme point of sand beach under some pine and oak trees that afforded a very nice shade. We would take one day to hunt 'coon and deer, one day to hunt eggs and get stone crabs, and one day for shelling on the sand bank off Pass-a-Grille, just to while away the time as we did not wish to hunt deer and eggs every day.

"We never killed more deer on a hunt than our families could use. The most we ever killed on any one cruise was eight in five days—five bucks and three does. In getting birds' eggs we would rob only the nests containing a single egg, as they were fresh and plentiful. And when we were after turtles' eggs, we would always leave from fifteen to twenty eggs in the nest to hatch."

The waters of the bays and gulf were just as filled with fish as the forests were filled with game. As late as 1886 guests at the Waldorf Hotel at Disston City complained that they could not sleep at night because of the noise made by fish on the flats, only a stone's throw from the hotel. Many old timers tell of having seen schools of fish so large that they almost filled the bays. George Lizotte told of having seen one school which entered Boca Ciega through the pass in the morning, kept moving northward all day, and was still in sight when darkness fell. No wonder the waters of Pinellas were famous for providing some of the best fishing grounds in the world. A real fisherman's paradise if there ever was one!

In the old days, most of the pioneers liked mullet more than other fish. But if they preferred pompano, or trout, or red fish, or any one of a hundred other species, all they had to do was go out in a boat for an hour or so, cast a net or fish a while, and come back loaded down. And as for shell fish, they were no more abundant anywhere than in the waters of Boca Ciega and Tampa bays. Those bays contained some of the finest oyster beds in America; oysters famed throughout the entire state for their exquisite flavor. The bays also were noted for their delicious clams and scallops. And lobsters and stone crabs. Enough shell fish for a dozen meals could be gathered in less than a half hour.

When the pioneers tired of the taste of game, they always had pork to fall back upon. The woods were filled with razorback hogs, descendants, 'tis said, of the hogs De Soto brought into Florida, way back in 1539. They weren't handsome swine but old timers say they certainly were good to eat after they had been penned and fattened. Every settler had a smokehouse where he smoked his hams and bacon and sausages

**Photo
not
available**

over slow hickory fires. The razorbacks also provided lard for cooking and that really meant something in the days when housewives couldn't go to the corner grocery store and buy any one of a dozen brands of cooking oils and fats.

One thing the pioneers rarely had was good butter—that is, fresh butter. A few had milch cows and churns and made butter occasionally. But to keep butter fresh in this climate without ice was impossible. However, the women did the best they could. After churning, they would put the butter in a wooden bucket and bury it in a shady spot in wet sand, and keep moist cloths on top of it. But in no time the butter would become rancid. This was no particular hardship to the pioneers; in fact, many of them became so used to rancid butter that they insisted fresh butter didn't have any flavor. And they wouldn't touch it until it became a little "ripe."

Ice was not the only present-day necessity which the pioneers lacked back in the Seventies. Few of the homes, for instance, had glass in the windows or even wire screens. The windows had heavy wooden shutters which swung on home-made wooden hinges which creaked and groaned when strong winds blew. In warm weather, the shutters were thrown back and the homes often swarmed with flies and mosquitoes.

The mosquitoes were the bane of the pioneers' existence. During the rainy season, when the flat wood lands stood covered with water for weeks, the mosquitoes bred by the billions and they often made life almost unbearable. Some of the pioneers developed an immunity to their bites but others didn't—and they scratched and scratched—and cursed and cursed. But cursing didn't drive the mosquitoes away. They kept on coming until the rainy season ended. In attempts to repel the pests, smudge fires were burned in front of every home. Old timers assert they often succeeded in driving away most of the mosquitoes by feeding the fires with cow chips. But they ruefully agree that the smoldering cow chips didn't smell "none too good." When they went to bed, the pioneers crawled under cotton-mesh netting to get a little sleep.

The mosquitoes caused much sickness, back in the days when they were not suspected of being the carriers of malaria and yellow fever. So far as is known, Pinellas Peninsula escaped all the yellow fever epidemics which caused many deaths in other localities in Florida. But almost everyone suffered from malaria, or "chills and fever," as it was then commonly called. As late as 1899 one-eighth of all the deaths in St. Petersburg were caused by malaria. The disease was not eliminated until the worst mosquito-breeding places were drained and malarial cases were quarantined.

Back in the early days iron cook stoves were luxuries possessed only by a favored few. Most of the pioneers cooked on open hearths or on scaffold stoves. Those scaffold stoves were crude affairs. One was

constructed by building a frame of pine logs about three feet high and four feet square. Inside this frame and on top of it, sand was poured. The logs were covered on the outside with clay or marl so they would not burn. The cooking fire was built on top of the sand. Pine "light wood" splinters, rich in turpentine, were used in starting the fires. Once started, the fire was fed with hard wood which burned long and gave out intense heat.

Sometimes the scaffold stove was sheltered with a wood-covered roof, high enough off the ground so there was little danger of its catching fire from flying sparks. Such shelters, sometimes further protected with wind breaks, were dignified by the name of "detached kitchens."

A few of the pioneers had iron grills for their scaffold stoves on which meat could be broiled or skillets placed. But most of the women placed the skillets and their Dutch ovens alongside the blazing fire. Both types of utensils had iron legs about four inches high. Around and between these legs, the women heaped glowing embers to provide more heat. A primitive way of cooking, sure enough, but descendants of the pioneers still enthuse over the delicious meals their grandmothers or mothers prepared for them.

Fancy clothes were considered just as much of a luxury, back in the old days, as iron cook stoves. Few of the settlers spent much money to buy things to wear, even settlers who had plenty of money. "All that a man needed then," said one old timer, "was a hickory shirt, a pair of dungarees, and brogans for his feet. Those were for working. A man who wanted to splurge had a black suit which he wore at special doings"—and he expected it to last at least ten or fifteen years. The needs of the women were just as simple. A few calico dresses and an alpaca dress for dressing up was almost all they wanted. As for the children—well, they dressed in almost anything and few of them had shoes until they reached their 'teens."

To buy the clothes they couldn't do without, the pioneers had to go to Tampa where the general stores boasted of having everything needed from the cradle to the grave. The trip had to be made by boat because roads at that time were practically non-existent. There was a trail of sorts, called the Old Tampa Road, which wound through the woods, skirting swamps and heads of bayous, from Big Bayou to the vicinity of Safety Harbor. There it connected with another so-called road which zigzagged across the neck of the peninsula to Clearwater. These roads, or trails, were almost impassable in places; consequently, they were rarely used except in going from one settler's home to another. During the rainy season, wagons and ox-carts sank to their axles in bogs and during dry spells, the wheels sank in powdery, clutching sand. There were no bridges. All creeks had to be forded and when the water was high, this was a precarious undertaking.

Because of the lack of real roads and bridges nearly every family whose homestead was near the water owned a schooner, a sloop, or at the very least a yawl. In those days a ship was considered just as much of a necessity as an automobile is today. When the wind was right, the trip to Tampa by boat took only a few hours but when the wind came out of the wrong direction the trip became a real adventure, often extremely hazardous. Many stories are told by old timers about being blown ashore by sudden squalls and being forced to camp out overnight. Occasionally a boat capsized but so far as is known no one ever lost his life while making the Tampa trip.

By 1876 approximately twenty-five pioneers had settled in the territory now known as Greater St. Petersburg. In addition to Miranda, Bethell, Leonardi and William Neeld, already mentioned, there were: Louis Bell, James Barnett, John Donaldson, John L. Branch, George Hammock, Ambrose George Tompkins, James A. Cox, William H. Benton, William Hall, Joseph and Beneventura Puig, D. W. Meeker, R. E. and Miller Neeld, Joseph R. Torres, Timothy Kimball, Richard Strada, Henry Murphy, and H. A. Wier.

For these settlers, whose homes were scattered over all the lower peninsula from Smack's Bayou and Cross Bayou on the north to Maximo Point, a post office was established at Big Bayou on June 6, 1876, and named Pinellas. From then on the pioneers did not have to make the long trip to Tampa to get their mail. They only had to meander through the woods to Big Bayou, along the zigzagging trails, and if the trip took a couple of hours or so, what difference did it make? People weren't in a breakneck pace then to get to their destinations. When they had a chance to stop and gossip along the way, they did! That was the way folks heard the latest news back in those days before newspapers were printed on the lower peninsula.

The first postmaster at Pinellas was William H. Benton. He served six months and then was succeeded by John A. Bethell who served fourteen years. Bethell might be called the father of Pinellas. As has been related he built his home on Big Bayou, where Pinellas was to be, in 1868. He constructed a rude wharf out to five feet of water and Key West and Cuban traders began stopping there, at first to buy his pickled mullet and later to buy, or trade for, vegetables and fruit grown by settlers on the Point.

In his "History of Pinellas Peninsula," Bethell stated that Big Bayou had one of the best natural harbors for small ships on the entire West Coast. He said that at least five hundred ships of twenty-five tons or less could easily ride at anchor there in stormy weather in perfect safety. The accuracy of Bethell's statement was never tested—at no time did more than three or four schooners anchor there together. Pinellas never became large enough to be called a "shipping metropolis." In fact, it would

be a mistake to call it even a village. It was never platted or subdivided. It had no graded roads, no sidewalks, no community meeting place, or anything resembling public improvements.

Up to 1880, Pinellas had only one store—a small general store owned by R. E. Neeld, opened in 1878. By that time Bethell's wharf had gone to pieces so Neeld built a larger, better one to accommodate customers who came by boat and also to provide a place where Cuban and Key West trading ships could dock. Neeld's store carried less than \$200 worth of merchandise. His stock consisted merely of barrels of sugar, cornmeal, grits, green coffee and flour; a few boxes of plug tobacco, and block matches, and a few kegs of nails and one of gunpowder for guns and blasting. There were no packaged or canned goods, no drygoods, no patent remedies—not even any bottled Cokes. Truly, Pinellas was a primitive, frontier community. But it had a post office—and for that the settlers on the lower peninsula were thankful. Now they did not feel so isolated from the outside world. At last they were becoming "civilized." But the progress was slow—painfully slow. Obviously, something more than a post office and a small, general store was needed to make the lower peninsula a place where settlers could make their homes—and prosper.

Fortunately the lower peninsula did not have much longer to wait. Events were in the making which were destined to change the Land of Pinellas from a sparsely settled region at the end of nowhere to one of the most prosperous, most progressive places in the entire nation. As we shall see.

CHAPTER 4

BEFORE THE RAILROAD CAME

IN THE FALL OF 1880 the future looked dark for lower Pinellas Peninsula. Settlers who came here with high hopes to make their homes encountered obstacles which seemed insurmountable and often they became discouraged and left. Such was the case with the pioneers who first settled on the land which was to become the town site of St. Petersburg.

The first to arrive was Dr. James Sarvent Hackney who bought 212 acres in what is now the heart of St. Petersburg on August 8, 1869. Dr. Hackney bought the land from the Florida Internal Improvement Board and paid fifty cents an acre. He bought 80 acres more on June 8, 1870. This was a choice tract and he paid the record price of \$1.25 an acre. Later he bought 132 more acres at sixty cents an acre. He built a home at what is now Fourth street and Fifth avenue south and made extensive improvements, draining swamps and clearing the land for farming and groves. He planted a hundred citrus trees, began growing vegetables and started raising cattle and hogs.

The next settlers on the land included in the original plat of St. Petersburg were Judge William L. Perry and his brother Oliver. They purchased 80 acres from the state at fifty cents an acre. The Perrys brought with them all the implements needed for farming and sugar-making. They built a home on what is now Second avenue south, between Second and Third streets, cleared and fenced five acres, planted three acres in sugar cane and two acres in sweet potatoes, corn and pumpkins.

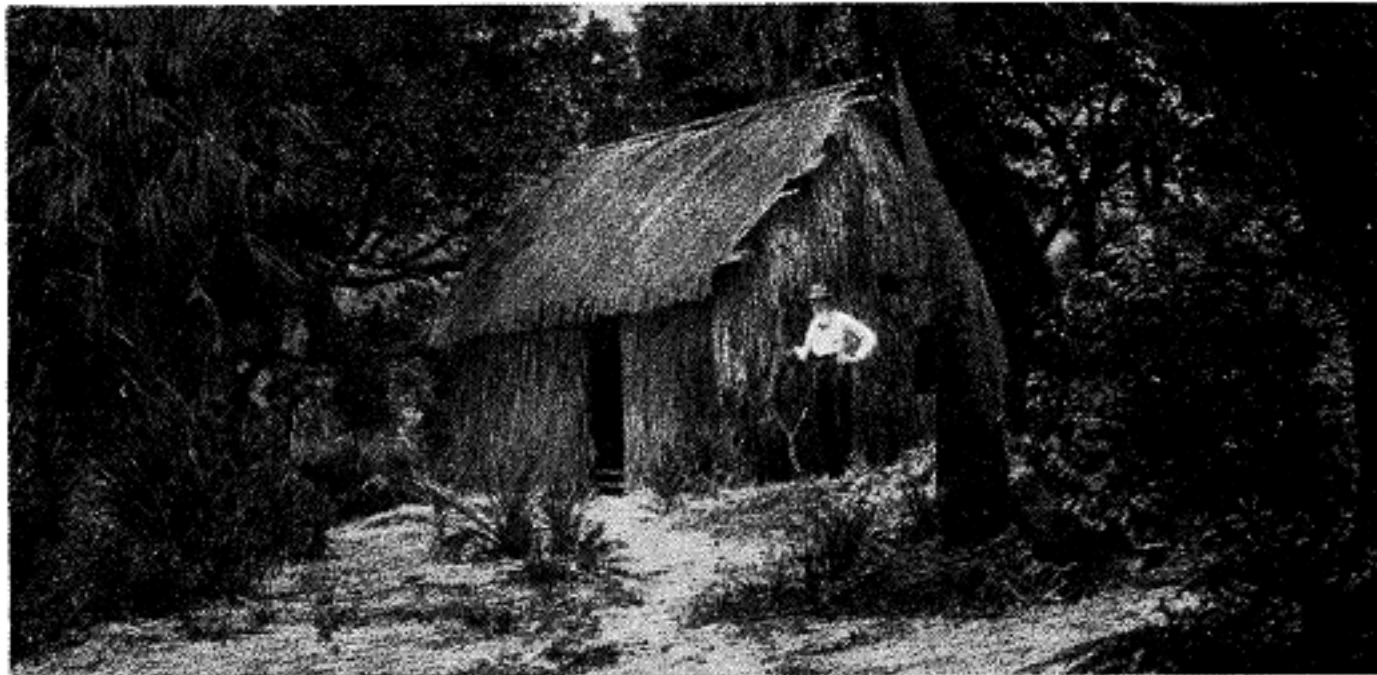
The Perrys and Dr. Hackney seemed to have everything needed to make their pioneering efforts successful — money, perseverance and knowledge of Florida farming methods. But, even so, they became discouraged and when W. F. Spurlin appeared in 1873 and offered to buy their land and all their improvements, they came to terms quickly. The Perrys sold out for \$900 and Dr. Hackney for \$3,500. Spurlin also purchased 120 acres from the state, paying twenty-five cents an acre for one tract and ninety cents for another. In this way he secured about 625 acres with a mile frontage on Tampa Bay, paying altogether approximately \$4,300. Not only did he get one of the choicest town sites in all Florida but he also got two homes, two orange groves, many acres of cleared land and about 150 head of cattle and hogs.

Spurlin enthusiastically told friends that he had made a fine purchase. But after he tried to make a profit from his land and instead lost money two years in succession he came to the conclusion that perhaps he hadn't made such a good bargain after all. In fact, he became determined to sell his holdings even if he had to take a loss. And that is what he had to do. He sold everything he had to John C. Williams, of Detroit, for \$3,000, thereby losing \$1,300 in cash and two years of his time.

Many stories are told about the reasons Williams first came to Florida. According to one account, Williams came because he had disposed of almost all his holdings in Detroit, inherited from his father, and was seeking new fields to conquer. Another story is that he was suffering from asthma and had come to Florida to get relief. Whatever the reason, he came and after traveling over almost all of the state he finally arrived on Pinellas Peninsula.

One tale, probably apocryphal, relates that Williams was in Cedar Keys on his way back North when he first heard of Pinellas. He had seen nothing in Florida that suited him, so the story goes, and was ready to leave for good. While waiting for the train a chance acquaintance boosted Pinellas Peninsula so effectively that he decided to go back and see this wonder place. He returned to Clearwater, hired a team, drove to the lower peninsula—and found exactly what he sought.

Be that as it may, the fact remains that he bought the Spurlin property on January 4, 1876, and shortly thereafter began buying additional tracts from the state, at prices ranging from 75 cents to \$1 an acre. Altogether he bought about 900 acres from the state, making his total



Fishermen who settled on Pinellas Point nearly a century ago lived in homes such as the one shown above, photographed in 1896. The home had no modern conveniences but it kept out the rain—if it didn't rain too hard.

holdings about 1,600 acres. Many of the tracts were located near the Spurlin property but some were miles away. For some strange reason Williams failed to buy the land to the north and west of the lake now called Mirror Lake. This was some of the finest land on the entire peninsula but Williams missed it.

After making his land purchases, which cost him approximately \$3,800 altogether, Williams went back to Detroit. He returned to Florida in 1879, accompanied by his wife, two daughters, one of his sons, Barney C. Williams and a nephew, F. W. Tilden. The party traveled to Gainesville by train. Williams had brought with him four horses, two wagons, farming tools and household goods. At Gainesville he hired two additional wagons, covered all four wagons with canvas, and the cavalcade started out for Pinellas Peninsula—a wagon journey of 250 miles through a thinly settled country. At places the road was nothing more than a trail, and then again it was not even that. Almost a month was required for the trip.

Upon arrival at his Pinellas estate, the Williams clan moved into the home built by Dr. Hackney. Forty acres were cleared and Williams tried farming on a big scale but met with nothing but failure. One of his sons later said that every potato he raised cost him a dollar. Within less than two years he gave up the venture and returned to Detroit. He did not come back to Florida until 1886—and then he made his home in Tampa, in Hyde Park. One taste of farming on the peninsula had been enough for him.

Others tried farming in what is now St. Petersburg with equally sorry results. H. A. Wier came from Youngstown, O., early in 1876, and purchased forty acres from the state west and north of the lake now known as Mirror Lake. Because Wier was the first settler near the lake it was called Wier Lake for many years. Later it was called Reservoir Lake and then, beginning in 1915, Mirror Lake. The latter name was given to it by Mrs. Katherine Bell Tippetts.

Wier cleared and fenced several acres, built a comfortable home, planted a small orange grove, and started a vegetable garden. He also erected a tower with windmill and tank on the edge of the lake so he could irrigate his land. His set-up seemed ideal but he soon became dissatisfied and went West where he believed the opportunities for making money would be greater.

Another settler at the lake, A. B. Chandler, of Nova Scotia, bought forty acres west of the lake from the state for ninety cents an acre, on November 7, 1877. His story was the same as that of the others: he tried farming, became discouraged, and sold out and left, never to return.

So it went. In all parts of the lower peninsula settlers were having the same experience—they couldn't make farming or truck gardening

pay. And because they couldn't make it pay, many pulled up and departed. The population of the lower peninsula increased very, very slowly. For a number of years it appeared to be standing still. The trouble was the same as it had always been: low prices for farm products caused by the lack of good markets which, in turn, was caused by a lack of adequate transportation facilities.

The Need for a Railroad Seen

Obviously, a direct railroad connection with the outside world was badly needed. For years there had been talk of a railroad to the lower peninsula—but none ever materialized. And in 1880 the chances of getting a railroad appeared to be more remote than ever. To understand why that was the case it is necessary to review a bit of Florida history.

Before the Civil War the state had guaranteed to pay the interest on bonds issued for the construction of railroads by private corporations. Millions of acres of land obtained from the federal government through provisions of the Swamp Land Act of 1850 were pledged to meet the interest payments. Title to these lands was held by the Florida Internal Improvement Fund.

When the war ended, the state found itself head over heels in debt. Interest had not been paid on the railroad bonds for years. Altogether, the state owed \$3,527,000 which it was obligated to pay. To meet this debt, the state sold the railroads, which it had taken over, and succeeded in retiring bonds to the amount of \$2,872,700. That left a debt of \$644,300 still unpaid. The state attempted to pay part of this debt by selling a large tract of land on the East Coast. But other creditors heard of the plan and obtained an injunction restraining the trustees of the Internal Improvement Fund from making the sale. United States courts then took charge. By 1880 the state's finances were in a hopeless muddle. Interest charges kept piling up.

The courts finally decided that a million dollars would be sufficient to extricate the state, and the Internal Improvement Fund, from the financial quagmire.

At that juncture, a wealthy Philadelphian appeared in the picture. He was Hamilton Disston, member of the saw-manufacturing firm of Henry Disston & Sons. Disston agreed to give the state the million dollars and take in return four million acres of land at twenty-five cents an acre. An agreement to that effect was signed February 28, 1881. A few months later Disston and his associates paid \$500,000 and in the following year a syndicate of British and Dutch capitalists, with whom Disston had made a deal, paid the remaining \$500,000.

In discussing the Disston purchase some historians have pictured Hamilton Disston as sort of a knight in shining armor who came dashing

to the rescue of a body politic in distress, and they imply that Disston paid the million dollars because of a philanthropic desire to lend Florida a helping hand.

That was hardly the case. Disston was a hard-headed business man and he knew that rich men do not become richer by playing Santa Claus. There's little doubt but that he made the million-dollar deal with the state strictly as a business proposition and that he was determined to get at least a million dollars' worth of land in return for the cash. And there's reason to believe he did not make a bad bargain.

The Disston deal has been lauded and condemned ever since it was made. Undoubtedly it had bad effects. But probably the truth is that it resulted in more good than harm. The million dollars cleaned up the state's indebtedness, freed the state-owned lands which had been tied up by the courts, and permitted the Internal Improvement Fund to make land grants which led to the construction of hundreds of miles of vitally needed railroads. Certainly no one can dispute the fact that, after the deal was completed, Florida forged ahead faster than it ever had before. As for Pinellas Peninsula—well, let's see what happened here.

Disston Gets Pinellas Lands

On December 2, 1882, the Internal Improvement Fund deeded Disston 381,358 acres and on January 5, 1883, an additional 139,842 acres. More deeds came in rapid succession. Some were made directly to Disston; others to the Florida Land & Improvement Co., which he headed.

So far as is known, no accurate check of records ever has been made to determine exactly how much acreage Disston obtained in what is now Pinellas County. It is estimated, however, that he got at least 150,000 acres and a good portion of that acreage is now included in the present city limits of St. Petersburg and Gulfport. Practically all of it was good, high land. There were sections, of course, which were swampy but there were few which could not be easily drained. Disston also acquired a fine, large tract in the northern end of the county in the Lake Butler district, as well as other choice tracts in other parts of the peninsula.

Theoretically, the Florida Internal Improvement Fund, from which Disston got his lands, was supposed to have title only to swamp and overflowed land—lands which were so overflowed either at the time of planting or harvesting that they could not be freed of water without artificial drainage. But Florida politicians, before the Civil War, had succeeded in getting from the federal government millions of acres which were high and dry at all seasons of the year. They did this, 'tis said, so they could make better deals—for themselves—when it came to parceling the land out to corporations under the guise of "promoting public improvements."

Disston well knew that the Internal Improvement Fund had title to good lands as well as swamps. And inasmuch as he was in the driver's

seat in 1881 he was not cheated when it came to selecting the four million acres he was to get. He put his agents to work checking state and county records to learn exactly what tracts were held by the fund. This done, he had his agents go over all the lands and determine which were the best. With that information at hand, Disston proceeded to pick and choose. Needless to say, he selected sections which were quite good—yes, quite good indeed!

The first effect of the Disston land deal in lower Pinellas Peninsula was to make land more expensive for prospective settlers. Before the deal was made, settlers could buy just about the best land for \$1 an acre or less. The highest price on record was the \$1.25 an acre paid by Dr. James Sarvent Hackney, on June 8, 1870, for 80 acres in what is now the center of St. Petersburg. Most settlers got their land at prices ranging from 40 to 90 cents an acre, depending upon its location.

After Disston made the purchase, and got title to practically all the unsold land on the peninsula, he raised prices immediately. Some of his first sales were made to Abel Miranda who paid \$2 an acre for one tract, \$2.50 an acre for another, and \$3 for a third. Miranda was a big purchaser and got off cheap. Other settlers paid \$5 an acre or more. Yes, Disston raised prices.

In many parts of Florida the Disston purchase had the effect of nullifying the Homestead Act of 1862 inasmuch as he was deeded land which in the normal course of events should and would have gone to homesteaders, each legally entitled to 160 acres free of charge providing he lived on the land for five years or more and made certain improvements. When Disston got his huge tracts, the land was practically wiped off the map so far as homesteaders were concerned. They either bought the land from Disston—or went without.

Here on lower Pinellas Peninsula homesteaders had little chance to get land even before the Disston purchase. The reason was that the trustees of the Internal Improvement Fund had managed to grab practically all the mainland late in 1860, just before the Civil War. Perhaps they had a hunch that the Republicans would live up to campaign promises and pass a homestead act, which they did. And since the trustees of the fund apparently didn't believe in free land for anyone, they grabbed while the grabbing was good. They were entitled only to swamp and overflowed lands but they included in their grabs all the high land in what is now the heart of St. Petersburg, all the high land overlooking Lake Maggiore, all the high lands at Pinellas and Maximo Points, and almost all the high land across the peninsula. Thousands of acres of that land couldn't have been considered swampy or overflowed by any stretch of the imagination but the Internal Improvement Fund got it just the same. They missed a few tracts in the Jungle and Seminole sections, and perhaps in a few other places, but in general they made a clean sweep.

Strangely enough, they passed up the keys, probably because they thought no one ever would want to live there.

But all this is straying afield from the subject of Disston and his land purchases, and the consequent effects upon the development of the lower peninsula.

While it is true that the Disston deal resulted in higher land prices and thereby may have tended to discourage some settlers from coming here, it is also true that Disston helped the entire peninsula infinitely more than he harmed it. He was not one of those fellows who buy land and then "sit on it," waiting for others to make developments. He was a developer himself, one of the best Florida ever had. And he wasted no time starting his developments in this section of the state.

Disston Finds Tarpon Springs

Disston turned his attention first to the Lake Butler section where he had obtained a large tract of unusually good land. The first settlers in that territory were A. W. Ormond and his daughter, Mary, of North Carolina who had established a home on the Anclote River in 1875. In the year following, Joshua Boyer, adventuring along the coast, went up the river, met the Ormonds and soon afterward married the daughter. The land surrounding the springs and bordering the bayous was covered with a dense oak and palm thicket down to the water's edge and abounded in game. The springs and bayous were filled with fish. One day while taking some friends along the water, where fish were leaping, Mrs. Boyer exclaimed: "See the tarpon spring!" Her remark is said to have given the place its name and it was known thereafter as Tarpon Springs.

Disston first visited Tarpon Springs in December, 1882. He came with a party of friends, making the trip from Cedar Keys by steamer. The party stayed several weeks at the home of the Boyers and Disston became so enthused over the region that he decided to found a town there. At first he thought he would lay out the town site at Lake Butler but since all transportation was by water at that time, the bayou site finally was selected. A new company, called the Lake Butler Villa Co., was incorporated by Disston to handle details and make land sales.

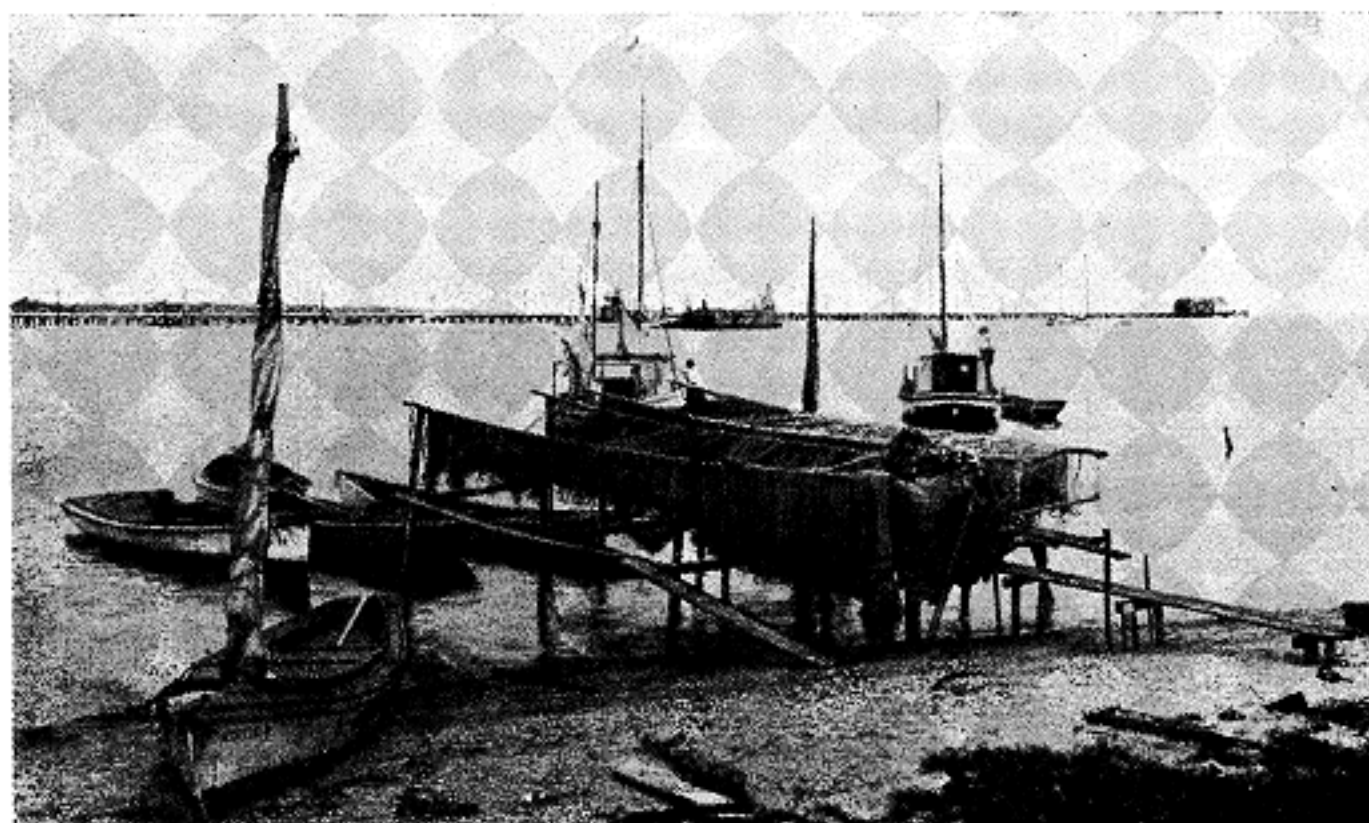
The town of Tarpon Springs was laid out in 1883 by Major W. J. Marks, an Orlando attorney representing the Disston interests, and Capt. John W. Walton, a Disston surveyor. All operations were directed by Anson P. K. Stafford, ex-governor of the territory of Arizona who had become associated with the Disston interests. The Tropical Hotel was built in 1883 and, during the following year, the Tarpon Springs Hotel, a large, three-story building, was completed. All lumber for the second hotel was cut at Atlantic City, N. J., where Disston had sawmill interests. It was shipped to the mouth of the Anclote River, unloaded at a pier

which had been built into the gulf, and barged up the river to Tarpon Springs. Soon after the hotel was finished a hack line was established to Tampa. Winter visitors, many of them friends of Disston or his associates, began to arrive and started building fine homes around the springs. The infant town began to grow.

One of the early arrivals was Jacob Disston, a brother of Hamilton. He had come to Florida upon the advice of his physician and visited Tarpon Springs to satisfy his brother who wanted to show off the town he had founded. Jacob had just finished reading an article, "The Frostless Pinellas," written by Dr. W. C. Van Bibber, of Baltimore, Md., and he expected to find Tarpon Springs a tropical fairyland. A few weeks after Jacob arrived on the peninsula a heavy frost occurred which caused great damage. He began to have grave doubts about the fitness of the title "Frostless Pinellas" but he remained regardless and soon liked the peninsula so well that he took a most active part in its development.

Disston City Is Founded

Hamilton Disston was proud of Tarpon Springs but his main interest turned to another town he attempted to found—Disston City, at the present site of Gulfport. He had the highest expectations for this town which was to bear the Disston name and he endeavored in every way possible to make it boom.



Fish nets and rickety wharves littered St. Petersburg's waterfront forty years ago.

Two men who were not associated originally in any way with the Disston enterprises had a hand in the promotion of Disston City. One was Joseph R. Torres, a Spaniard who had been with Maximilian in Mexico and later had been active in the carpetbag regime in New Orleans. The other man was William B. Miranda, a nephew of Abel Miranda. "Bill" Miranda, as he was known, was a man of achievements—he had been a steamship captain, a surveyor, a business man, and had had legal training. He was also a clever promoter.

Both Torres and Miranda came to the point in 1876. Miranda bought land and built a home on what is now Lakeview avenue. Torres bought improvements which had been made by Capt. James Barnett, one of the earliest settlers, on Boca Ciega Bay. He also bought 169 acres from the state.

Miranda met Disston for the first time in the fall of 1883 while the latter was inspecting his large holdings on the lower peninsula. Miranda knew that the financier had been responsible for the founding of Tarpon Springs so he asked Disston why he didn't start another town on the lower part of the peninsula where, he said, the possibilities for development were far greater than in the Tarpon Springs area. An excellent place for such a town, Miranda said, was in the vicinity of the property which Torres had gotten from Captain Barnett.

The Torres tract was almost surrounded by land which Disston owned and the Philadelphian saw that a sale of town lots, from Torres' plot, could easily be linked with sales of farm tracts from his property. So he said he would give the proposed town his full backing. He appointed Miranda to serve as his agent. And to promote the dream town he formed the Disston City Land Co., with himself as president. The company was incorporated August 21, 1884, with a capital stock of \$100,000. A number of Disston's associates were listed as directors.

The plat of Disston City was filed during the same summer. And a grandiose plat it was! It took in everything on the lower peninsula except property owned by Williams on Tampa Bay and a small section at Big Bayou. Altogether it included more than 12,000 acres. Along the entire waterfront there was a grand boulevard, on paper, and all streets and avenues were a hundred feet wide, on paper. The city was large enough, on paper, to take care of at least 50,000 people.

Not everything was on paper. Disston financed the construction of a 26-room hotel, built in the shape of an L, overlooking the bay. Lumber for the hotel, named the Waldorf, was brought by schooner from Apalachicola. It was completed late in the fall and formally opened on Christmas eve, 1884. Disston and a number of his associates attended the opening. A young Englishman named William A. Wood became the first manager of the hotel.

In addition to the hotel, a wharf was built, a large warehouse, a number of homes and three store buildings.

The great-city-to-be was widely advertised in northern newspapers and an extensive advertising campaign was conducted in England. Large lithograph maps were prepared showing where an immense harbor and a large business section were to be. Pamphlets were printed by the thousands. They lauded Disston City to the skies and told, in glowing terms, how wonderful it was to live on sun-kissed Pinellas Peninsula where the climate was so warm, and the soil so fertile, that two bountiful crops could be grown a year. Anyone could make a fine living there on just a few acres of land. Plenty of fish and game! Palm trees and oranges! People on Pinellas Peninsula truly live an idyllic existence! So raved the pamphlets.

Scores of sales of five and ten acre farm tracts were made from the Disston city advertisements, paid for by the Disston City Land Co. Many of the land buyers bought as an investment and never came to the peninsula. But dozens of others did. During 1885 Disston City really boomed. As a result of the advertising in England, a score or more of English colonists arrived, including W. J. Godden, Arthur Watson, Percy Lawrence, Robert Errington, the Rev. Watt and sons Joseph, John and David; the Harrison family, Arthur and Urban Norwood, Robert Stanton, Hugh Richardson, the Watson family, R. L. Locke, William Walls, and James McMahan. In addition to the Englishmen there were many Americans, from all parts of the North and the Southwest.

Many of the new arrivals settled in Disston City. Others liked other parts of the lower peninsula better and settled elsewhere.

To make it easier for the colonists to get to the land of their dreams, Disston made arrangements to have the steamer "Mary Disston," owned by one of his companies, stop regularly at Disston City. The steamer drew seven feet of water and many times it had difficulty getting up to the Disston City wharf. It often went aground on shoals and had to be pulled off.

By the fall of 1885 it looked as though Disston City might become a sure-enough city. The hotel was almost always filled to capacity and three stores were open. Joseph R. Torres had a general store, specializing in groceries; H. E. Baumeister sold dry goods and hardware, and R. L. Locke had a combined grocery and meat market. The first school on the lower peninsula was opened with Arthur Norwood as teacher.

In the spring of 1886 William J. McPherson brought in a small job press and started publication of the first newspaper ever published on the Point, called the "Sea Breeze." McPherson was assisted by a veteran newspaperman, G. W. Bennett, and together they produced a newsy

paper. Bennett cut the masthead for the paper out of a piece of black mangrove. Following are some excerpts from a copy of the Sea Breeze dated July 1, 1886:

"Fine watermelons are being brought to town by our farmers and are being sold cheap." . . . "We have had fine showers lately and people are busy setting out sweet potato vines." . . . "The Norwood brothers have moved to their place north of town where they will make the wilderness blossom like a rose." . . . "Mrs. James Barnett has some grape vines that are full of grapes of a superior quality." . . . "The schooner Delia, Capt. J. Low, has been at anchor here several days and E. B. McPherson has chartered her to go to Apalachicola for a cargo of lumber." . . . "T. A. Whitted, a former Disston City resident, now of Palma Sola, has been visiting friends on the Point and will spend the Fourth here." . . . "The Ada Norman, Capt. Arthur, Johns Pass, touched at the wharf Monday night, en route to Tampa with a shipment of poultry from Longley's chicken yards at the Pass." . . . "Our level headed citizen Farmer Mills looks contented as he drives in from his new home north of town with load after load of fancy watermelons, hen fruit and other savory plunder from his ranch."

An editorial in the Sea Breeze lauded Point Pinellas "where already there are springing up little hamlets from Johns Pass to Coffee Pot, each with its own peculiar advantages." Under a heading "Disston Needs" Editor McPherson listed the needs as a good bathhouse, a regular fish and meat market, a smith and repair shop, a drug store, streets cleaned up and trees planted, better transportation, more frequent mails, more interest in Sunday School, and more harmony among our citizens.

An effort was made to get a post office for Disston City in 1884. As there was another post office in Florida called "Diston," north of Tampa, the post office frowned upon "Disston City" and the name "Bonifacio" was chosen as a substitute. Some people say that Bonifacio was William B. Miranda's middle name and that he chose it to perpetuate his connection with the city. In 1890 the Diston office was abandoned and Disston City was permitted to take its own name in mail matters.

Disston City Served a Purpose

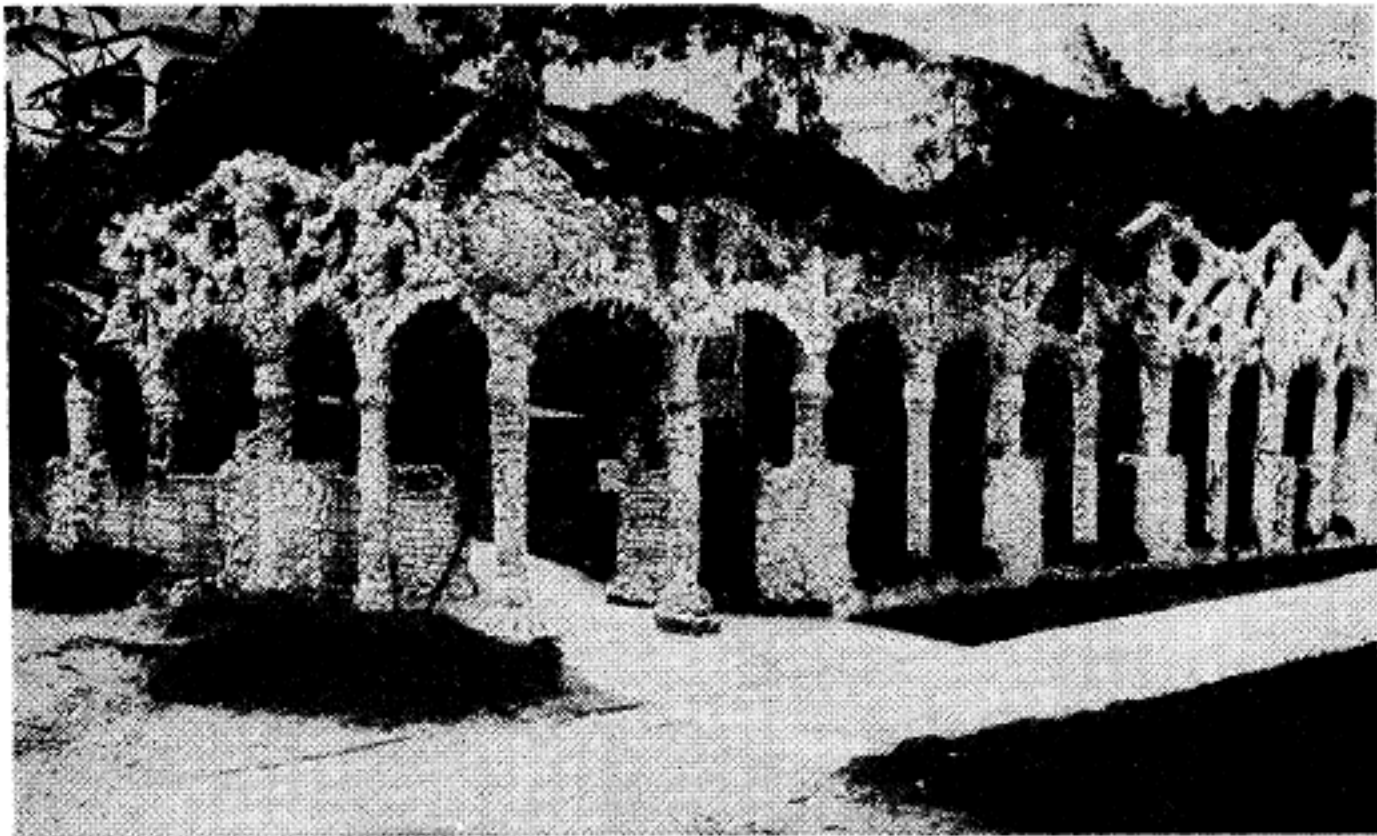
But by that time the decline of Disston City had set in. The Orange Belt Railway passed it by and the dreams of the promoters were shattered. Disston City breathed a few last gasps and then expired. The deserted wharf rotted away and the Waldorf Hotel was abandoned. It was washed off its foundations during a heavy gale on May 3, 1901, and badly wrecked. The lumber was salvaged by farmers who lived in that locality and carted away.

Disston City passed out of existence and all traces of it disappeared. But it would be a mistake to brand Disston City as a municipal dud. It

served a purpose—a very good purpose. As a result of the activity at Disston City, scores of enterprising settlers were attracted to the lower peninsula—men who later played prominent parts in the development of St. Petersburg. Included among the newcomers were men like H. W. Gilbert, Arthur Norwood, George L. King, T. A. Whitted, Zephaniah Phillips, Hugh R. Richardson, E. B. McPherson and his sons, and many others. The importance of this influx of “new blood” can hardly be over-emphasized. It proved invaluable in St. Petersburg’s formative days.

The development work in Disston City and surrounding territory, paid for by the Disston City Land Co., brought considerable “cash money” to the lower peninsula and the jobs provided aided materially in helping many of the older settlers get on their feet financially. The wages were not high but they were paid in cash and not in farm products, as had often been the custom in the past.

Jobs provided by the development projects also helped some of the new settlers in getting established. For instance, take the case of H. W. Gilbert. He left England on November 5, 1883, but it was not until more than a year later that he arrived on Pinellas Peninsula, where he had planned to go. The delay was caused by the theft in Philadelphia of five of his trunks, containing practically all of his money, approximately a



Hundreds of thousands of shells gathered on the Gulf beaches were used by Owen Albright nearly a half century ago to build a beautiful shell fence at his home on First street north at Second avenue. The fence was one of St. Petersburg’s main attractions for more than twenty years.

thousand pounds. He worked for a year in a Philadelphia hotel to get enough money to pay for his trip to Florida. He finally arrived in Disston City with only a few cents in his pockets.

Gilbart got his first job from William B. Miranda, agent for the Disston interests. He was paid fifty cents a day for ten hours' work. Small as the wages were, Gilbart managed to save a little and after a time he purchased ten acres of land from the Disstons for \$50—mostly on credit. A friend, W. J. Godden, with whom Gilbart lived in "bachelor quarters," also bought five acres. On this land the two men raised almost all the food they needed.

Early in the '90s, the two men made an arrangement with Hamilton Disston whereby they were to be given forty acres of land for digging what later was known as the Green Ridge ditch, leading to Salt Creek. They completed the job and selected forty acres adjoining the land they already owned. The land they received comprised practically all the land which had been drained and when Disston later came to view the drainage project, and saw that he had given away practically all the land he had reclaimed, he considered it a great joke on himself. During the years which followed, Gilbart developed one of the finest citrus groves on the peninsula and became one of St. Petersburg's leading citizens.

Another man who got his start in Disston City was Arthur Norwood, who also had come from England. The home in which he lived burned down a short time after his arrival and all the possessions he had, except the clothes he was wearing, were destroyed. Despite this misfortune, Norwood kept plugging along, working for the Disstons until he got enough money to buy new clothes. He then was appointed teacher of the Disston City school, becoming the first paid teacher on the lower peninsula. During the first two terms he received \$25 a month and during the third year, \$30 a month, a munificent sum in those days. In addition to his teaching, he white-washed the school building, dug a well, and built desks and blackboards. In the spring of 1889, he bought out the stock of a small store in Disston City and moved it to St. Petersburg where he finally became one of the city's leading merchants.

As a result of the building activity at Disston City, the lower peninsula got its first sawmill, brought here during the spring of 1884 by George L. King, of Ontario, Canada. King set up the mill at Mule Branch, about a mile southeast of Disston City, but later moved it near New Cadiz. During the next four years he supplied most of the lumber used at Disston City and Pinellas. In the spring of 1888, just before the railroad entered St. Petersburg, King moved the mill to Booker Creek close to what is now Twelfth street.

Besides attracting new settlers, Disston City also served to breathe new life into the entire lower peninsula, and gave it new hope and vigor. While the Disston City boom was on, the community of Pinellas also

forged ahead. Thomas Sterling, of Connecticut, built a 12-room hotel and also constructed seven cottages which he rented. The hotel and cottages attracted excursionists from Tampa. Pinellas became a lively little place. Several new stores were opened as well as a community meeting place and a school.

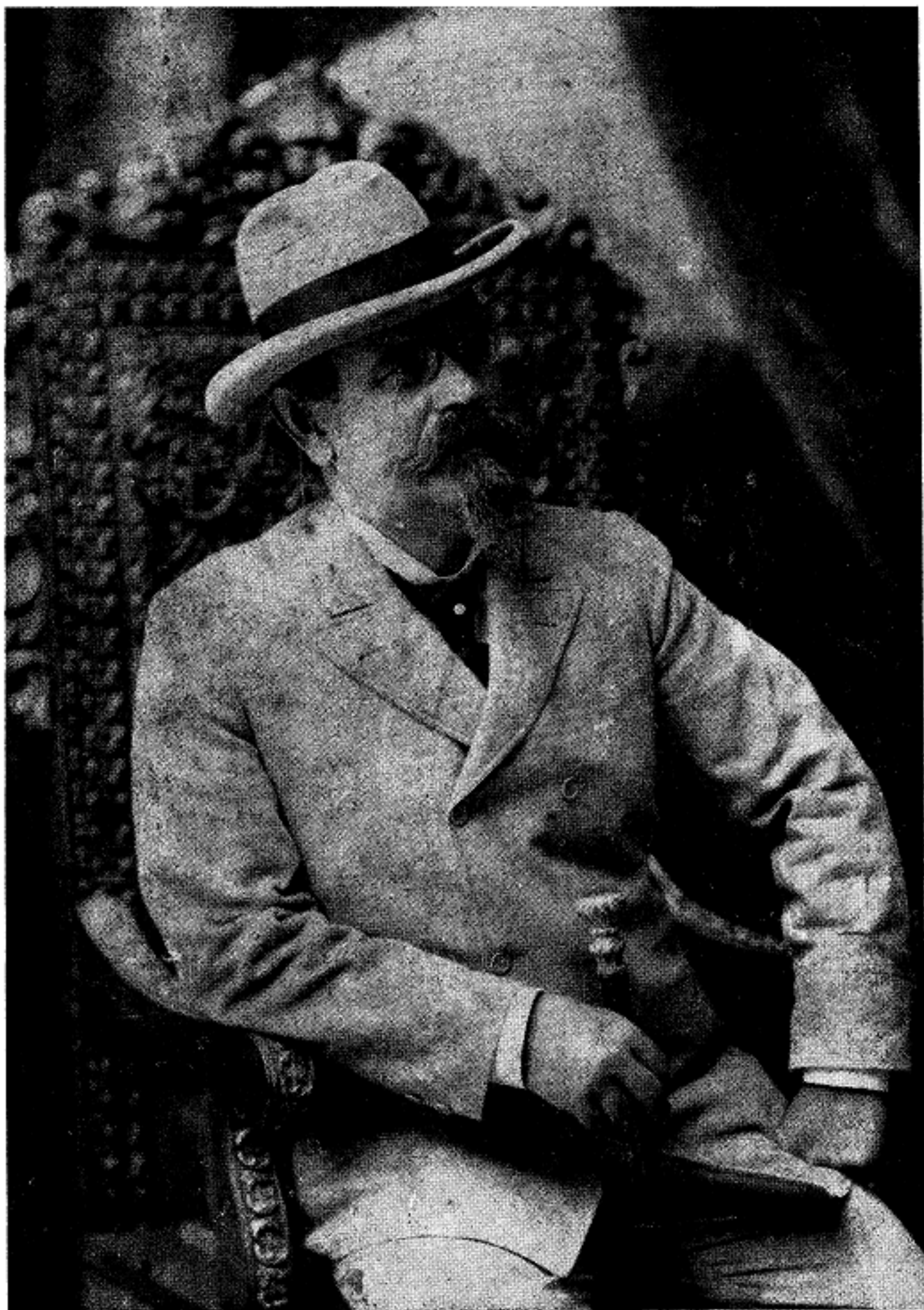
In the Sterling Hotel the first entertainment held on the lower peninsula was given on December 29, 1886, to raise funds for building St. Bartholomew's Church on Lakeview avenue. Two playlets were staged—"Turn Him Out" and "Old Phil's Birthday." The actors were members of the English colony which had settled at Disston City. Many of the settlers were scandalized that a theatrical entertainment should be held to benefit a church. But they all crowded to see it. So many attended that a repeat performance had to be held the following night. The actors were: H. Beck, J. M. G. Watt, J. P. G. Watt, D. A. Watt, P. J. Lawrence, Miss Watt and Miss Abercrombie.

The platting of Disston City also probably led to the platting of another "town" on the Point—New Cadiz, located on Boca Ciega Bay between Clam Bayou and Maximo Point. This town, which never existed except on paper, was platted by Joseph and Beneventura Puig who had come to the lower peninsula in 1874 from New Orleans and had purchased 120 acres from the state for 80 cents an acre. The town never materialized but it did get a post office, established late in 1885. Joseph Puig was the first postmaster. The post office was closed in 1890 and New Cadiz ceased to exist, even in mail matters.

Viewed in retrospect, Disston City undoubtedly was most important because it served to focus the attention of Hamilton Disston and his brother Jacob on the needs of the lower peninsula. Both men visited Disston City often and they soon began to realize that what the Point needed most was a railroad to connect it with the outside world. Without a railroad, they agreed, Disston City and the Point didn't have a chance to prosper; with a railroad, the potentialities of the section would be tremendous.

With that fact in mind, the Disstons immediately took steps to help bring a railroad in. And the help they gave was invaluable. Had they not lent a hand, the Orange Belt Railway undoubtedly never would have been extended to Pinellas Peninsula and the St. Petersburg of today might still be a sparsely settled region on the shores of Tampa Bay, and nothing more.

So perhaps the people of St. Petersburg should not scoff at the Disston City that aspired to be great, but fizzled out. Perhaps they should pay homage to the dream city of yesterday which indirectly made the proud St. Petersburg of today an actuality.



PETER A. DEMENS (Piotr Alexewitch Dementief)
He built the railroad which made the city he named St. Petersburg.

CHAPTER 5

THE SAGA OF THE ORANGE BELT

ON FEBRUARY 17, 1880, the imperial dining room of the Winter Palace in St. Petersburg, Russia, was blown up by a terrorist. And perhaps because it was, the Orange Belt Railway was built into Pinellas Peninsula in the late spring of 1888 and the town of St. Petersburg, Florida, came into existence.

Improbable as that may seem, there is reason to believe that if the Russian terrorist had not demolished the Russian imperial dining room, the Orange Belt Railway never would have been built and there would be no St. Petersburg, Florida, today.

The human connecting link between St. Petersburg, Russia, and St. Petersburg, Florida, was a handsome Russian aristocrat named Piotr Alexewitch Dementief whose Americanized name became Peter A. Demens. He never used the name Dementief in this country.

Demens, as he was known in Florida, was born May 1, 1850, in St. Petersburg, Russia. Descended from a noble Russian family with large estates in the province of Tver, he received a fine education and could read, write and speak French and German as well as he could Russian. His hundreds of letters prove that he also had an excellent command of the English language.

Demens was not an anarchist or a terrorist. Definitely not. He became a marshal of nobility and a captain in the Russian Imperial Guard. He was an intimate friend of many of the most influential men in the Russian government. Nevertheless, he was a true liberal at heart and was not in accord with all the practices of the Czarist regime. He was described years later by his admirers in the newspaper profession as "the democrat of aristocracy."

Perhaps Demens' democratic views may have forced him to leave Russia. Following the bombing of the Winter Palace, a determined drive was made to "exterminate the revolutionaries" and many persons whose no greater offense had been the expression of liberal ideas found themselves suspected—and in danger of arrest.

Demens may have been one of this number. He later told business associates in Florida that he was a "political refugee." And the Los Angeles Times and the Associated Press, for which he wrote many articles on European political affairs, stated after his death that he was a

"political exile" who had come to America "to escape the tyranny of the Romanoff regime."

However, such an explanation for the coming of Demens to America is vehemently disputed by his only surviving daughter, Countess Vera Tolstoy, who lives at Tolstoy Ranch, in Alta Loma, California. Born years after Demens came to this country, she became his confidant and companion. She insists that he left his native land "because it was the American ideal, so much simpler and nobler in those days, which appealed to him." She vigorously denies that he was ever "at any time, or in any particular, associated with the revolutionary movement—any such reforms as he may have privately advocated were reforms of evolution, such as any thoughtful person in any country might entertain in the interests of humanity."

But all that is neither here nor there. The things which really count are that Demens did leave Russia, and did come to Florida, and did build the railroad which led to the founding of St. Petersburg. So let's get on with the story of what he did after he arrived here. For some unknown reason his interest turned to lumbering and within a short time he organized a firm under the name of Demens, McCain & Cotter and built a sawmill at Longwood, about ten miles southwest of Sanford. To bring logs to the mill, a haphazard railroad was built into the woods. Demens bought out his partners in 1883 and continued to operate the mill himself. During the same year he obtained a contract from the South Florida Railroad to build the station houses on the railroad's branch from Lakeland northward to Dade City.

In 1885 the timber supply in the vicinity of Longwood became exhausted and Demens cast about for something else to do. He decided to become a railroad builder, due largely to the fact that the Orange Belt Railway owed him money. The Orange Belt had been incorporated April 20, 1885, by T. Arnold, H. Miller and H. Hall and chartered to build a railroad from the St. Johns River to Lake Apopka, about 34 miles to the west. Demens furnished the railroad with \$9,400 worth of ties but the railroad incorporators ran out of money and could not pay him. In the hope of being able to escape writing off the \$9,400 as a bad debt, Demens made arrangements to take over the Orange Belt charter. That done, he proceeded with the construction work, making the road narrow-gauge, with the eastern terminus at Lake Monroe on the Jacksonville, Tampa & Key West Railroad. To begin with he used the light 16-pound rails from his log road.

Demens did not have enough capital by any means to complete the project so he sought financial backing. Through his attorney, Andrew Johnson, of Orlando, he induced Josef Henschen, a winter visitor from Buffalo, to invest \$20,000. He also obtained \$15,000 from Henry Sweetapple, a Canadian who had come to Florida for his health. A. M. Taylor,

of Staunton, Va., who had become Demens' storekeeper, also put in \$2,000. These men, with Demens, incorporated the Orange Belt Investment Co., the main business of which was to build the Orange Belt Railway.

The \$37,000 received from the three original Orange Belt backers did not last long. Demens used most of it to meet payrolls. Practically all of the rolling stock was bought on credit from the South Florida Railroad which had just made its road standard gauge and had much narrow-gauge equipment for sale. From the Geo. W. Stetson Co., of New York, Demens bought \$30,000 worth of 25-pound rails—also on credit.

The railroad received donations of land along the right-of-way. Judge J. G. Speer gave a half interest in 200 acres on Lake Apopka and the investment company surveyed and laid out a town, the present Oakland, which was made the headquarters of the investment company and the railroad. Demens wanted to name the town St. Petersburg, after his birthplace in Russia, but Judge Speer insisted on the name Oakland. The first trains ran into Oakland early in November, 1886. The settlers in that section gave the builders a public dinner on November 15, which afterwards was celebrated as Oakland's birthday.

The completion of the Orange Belt to Oakland did not satisfy Demens. He wanted to extend it to the gulf. Josef Henschen opposed the idea, contending that it would be impossible for the road to make money in such an undeveloped country. But Demens induced Sweetapple and Taylor to support him and Henschen was outvoted. On November 20, 1886, the railroad's charter was amended to permit it to build to Pinellas Point, 120 miles from Oakland, and also to permit it to increase its capital stock to \$700,000 and to issue \$700,000 worth of \$1,000 bonds.

Needless to say, it was easier for Demens to get permission to sell \$700,000 worth of bonds for his dream railroad than it was to find purchasers for the bonds, or even to get a brokerage firm to handle the bond sales. He wrote many letters to Griswold & Gillett, a New York brokerage firm which specialized in the sale of railroad bonds. Apparently, however, the railroad extension scheme was not attractive enough to appeal to the hard-boiled brokers. Demens did not even get an answer to his letters. By the end of November he was about ready to give up the idea and accept a contract which the Florida Southern had offered him to become its superintendent of construction.

However, Demens got new hope for the railroad extension venture on December 1, 1886. On that day, Hamilton Disston, owner of 4,000,000 acres of Florida land, appeared in Demens' office in Oakland and offered to give the railroad one-fourth of all his land within six miles of the proposed railroad and one-half of all the townsites which he controlled directly or indirectly, along the right of way. Disston emphasized that he was speaking for all the Disston companies which owned lands between Oakland and Pinellas Point—the Florida Land & Improvement

Co., the Lake Butler Villa Co., the Disston City Land Co., and the Cooty Land & Improvement. He promised that the land grants would total at least 60,000 acres. Moreover, he promised to use his influence at Tallahassee to help Demens secure a large land grant from the state.

Disston's promised land donations and offer of assistance gave Demens strong arguments to use to convince the New York brokers of the merit of his project. He enthusiastically estimated in a letter written December 20, 1886, that the value of the land which would be obtained from the Disston interests "will not fall much short of half a million dollars." He also declared that donations from other property owners along the proposed right-of-way were coming in "admirably well." He added: "Everyone we have seen has subscribed and subscribed liberally . . . Their grants will nearly reach the donations of Disston's companies, and, if properly managed and disposed of, may exceed them."

The promised land grants seemed so valuable that Walter Gillett, of the firm of Griswold & Gillett, came to Florida late in December and made a careful appraisal of all the assets of the Orange Belt. He was so impressed by the railroad's prospects that he recommended, upon his return to New York, that his firm should endeavor to sell the \$700,000 Orange Belt bond issue.

In the beginning, Demens had no intention of going to the property of John C. Williams at Paul's Landing. He was familiar with the location, having carefully studied the U. S. Coast & Geodetic Survey chart of Tampa Bay made in 1854 by Lieut. C. H. Berryman and having noted that Berryman had recommended that spot for a railroad terminus. But there was another place on Pinellas Point which he preferred. In his letters he mentioned it often as "on the key." He was enthusiastic about its possibilities. In a letter to his brokers he wrote: "The southern terminus of the road is the most important feature of the whole business and is in such a shape that I do not dare write about it—will only state that we have a chance to have the only harbor which exists in Florida on the Gulf Coast and to build a city of international importance."

A careful analysis of all of Demens' letters written during December, 1886, and January, 1887, leads to the conclusion that he hoped to extend the Orange Belt to Mullett Key, at the edge of the main ship channel into Tampa Bay. On this 400-acre key, about nine miles south of Disston City, now Gulfport, Demens undoubtedly planned to build his city of "international importance."* However, Demens undoubtedly realized that the cost of building the necessary causeways and bridges from the mainland to Mullet Key would be tremendous and his letters indicate that he hoped to get from the Disston interests 50,000 acres more than had already been promised to help him meet the expense.

A special meeting of the board of directors of Disston's Florida Land & Improvement Co. was held in Philadelphia on December 18,

*See aerial photograph of keys on Page 29.

1886, to discuss Demens' proposal—and the board turned it down, for reasons unknown. Perhaps the board members figured Demens had no other choice and would have to build to the key to get deep water, regardless of whether he was given the extra 50,000 acres or not.

For that matter, it made little difference to Disston and his associates where the Orange Belt was terminated, just so it terminated somewhere on the lower peninsula. The various Disston companies owned at least three-fourths of all the land in this section and they would be benefited regardless of where the terminus was located. Disston himself probably would have liked to see the railroad go to Disston City, as a matter of personal pride, but if it ended somewhere else he would profit just the same, so he held back on giving the 50,000 acres extra.

During January, 1887, Henry Sweetapple, treasurer of the Orange Belt Investment Co., entered negotiations with Williams regarding a townsite on his property. These negotiations were completed by Sweetapple on January 24 and provided that the Orange Belt would be given

Jan 24th 87

Messrs. Griswold & Gillett
New York City

Gentlemen—Just received a report from our Mr Sweetapple, that he succeeded in making an arrangement with a certain H. Williams about getting $\frac{1}{2}$ interest in 500 acres, with a mile frontage on the Gulf, just where we will have our terminus, in case the "Key" cannot be had. There is 18 feet of water right at the shore, and a splendid town site there. Thus that last question is settled very satisfactory—

Yours very truly
P. A. Demens

As a result of the agreement mentioned in this letter of Peter A. Demens, the town of St. Petersburg came into existence.

one-half interest in a town site of 500 acres when the railroad was completed and a wharf built to twelve feet of water. Demens then wrote to his brokers as follows: "Gentlemen—Just received a report from our Mr. Sweetapple that he succeeded in making an arrangement with a certain H. Williams about getting half interest in 500 acres, with a mile frontage on the Gulf, just where we will have our terminus in case the 'key' cannot be had. There is eighteen feet of water right at the shore, and a splendid townsite there. Thus that last question is settled satisfactorily."

This letter reveals a number of interesting facts. It shows, for instance, that the present site of St Petersburg was definitely a second choice, so far as Demens was concerned, and that even after Sweetapple completed negotiations with Williams, Demens still hoped that the key might be secured, even though he tried to make it appear as though the "mile frontage on the Gulf" was quite desirable. The letter also shows that up to January 24, Demens had not met Williams; had he known him, he certainly would not have referred to him as "a certain H. Williams."

Expecting to get money from the sale of bonds not later than January 15, 1887, Demens sent out a call for construction workers during the second week of the month. More than 600 men responded, gathering in Oakland. But January 15 came and went and no money arrived from New York. In response to an urgent wire, Griswold & Gillett told him that unexpected delays had occurred in getting the bonds printed, and that no money could be expected for several weeks. Demens' financial worries had not been ended—not by any means. In fact, this was just the beginning of his long fight to complete the railroad.

The George W. Stetson Co. began clamoring for the \$30,000 owed for steel rails, and threatened suit. The Florida Southern demanded \$10,000 owed for rolling stock. Other creditors demanded money. Demens also had borrowed heavily from banks in Sanford and Orlando, giving his personal note, and the bankers were becoming impatient. Altogether, the Orange Belt owed \$85,000 in past due debts and all the creditors insisted upon being paid. The long-awaited bonds came from the printers on February 2 but Griswold & Gillett sadly informed Demens that the money market was bad and that delays might be encountered in getting the bonds sold.

In desperation Demens went to New York on February 15 and, by exercising all the salesmanship he possessed, managed to borrow \$100,000 from H. O. Armour & Co., using as collateral \$170,000 worth of Orange Belt bonds and by giving mortgages on all the property owned by the Orange Belt Investment Co. Demens was introduced to Armour by Hamilton Disston who later also introduced him to Philadelphia capitalists. Disston thereby helped again in making the Orange Belt a reality.

The \$100,000 from H. O. Armour & Co. was received late in February and all the debts of the Orange Belt were paid. A mere \$15,000 remained. But with \$15,000 in the bank and no debts, Demens felt rich. So rich that he immediately sent out another call for construction workers. Within two weeks more than 650 men were at work at different points along the Orange Belt's right-of-way grading and laying ties. The Orange Belt extension began to be an actuality.

But the \$15,000 was quickly spent. Pay rolls ate it up. Demens soon was forced to begin borrowing again from everyone he knew. He stretched his credit to the limit. Once more, Demens began skating on very thin financial ice, so thin that he was in danger of breaking through at any moment. Again he was forced to go to New York in a search for money. On April 2 he made arrangements with L. Lissberger & Company, New York money lenders, which he hoped would solve the Orange Belt's problems.

Under the terms of the agreement, L. Lissberger & Co. was to advance \$30,000 in cash each month. The concern also was to act as the Orange Belt's "iron broker" and supply all the steel rails and "iron" which the railroad needed. For this dual service, the money lenders were to be paid eight per cent interest on all money advanced and also were to receive as a bonus \$250 in the Orange Belt's common stock for each \$1,000 spent. An expensive deal—but it was the best arrangement Demens could make.

L. Lissberger did not live up to its agreement. The firm was irregular in the monthly advances of \$30,000. Only \$15,000 was received in July and none in August. To make the situation worse, the money lenders failed to ship steel to the Orange Belt as promised. To make a saving, they purchased the steel in England instead of in the United States and shipments were long delayed.

As a result of the delay in getting the rails, the Orange Belt was unable to receive any money from the sale of its bonds, due to the fact that the bond money could not be paid until the tracks were laid and the road ready for operation. No rails, no completed tracks; no completed tracks, no bond money. A vicious circle which nearly drove Demens mad.

The Engines Are Chained to the Rails

To make the situation even worse, the rainy season was unusually bad and the work of grading was delayed for weeks. And then, late in the summer, an epidemic of yellow fever broke out in Florida. The Orange Belt working force was demoralized. Demens spent days with the road gangs to prevent the men from quitting in a body.

The affairs of the company reached a crisis early in September, 1887. Demens' funds and his credit were exhausted. Creditors de-

manded their money and the property of the railroad was attached. The engines of the Orange Belt, running between Lake Monroe and Oakland, were chained to the tracks. This proved such a shock to Sweetapple that he suffered a stroke of apoplexy on September 3 and fell over dead. Demens succeeded in borrowing another \$10,000 from friends—enough to pay the creditors who had his engines attached. But the railroad's general financial situation became steadily worse. On September 19, Demens wrote a personal letter to L. Lissberger as follows:

"Dear Sir: I am sorry that you are still unable to comply with my calls for money. The reason I write you this personal letter is to assure you that I ask only for the very least I can get along with. It is impossible to do anything if the money is not forthcoming exactly as I call for it—no use to attempt to do the work, as it will only culminate in further trouble and disaster. Everything and everybody is disorganized and disgusted. I can do nothing without cash—all my time at present is consumed in trying to reconcile our creditors. They must be paid in order to have the thing going.

"When I wrote you that I want \$20,000 between the 20th and 25th, I meant it, have to have it—every day the delay hurts us badly. Am going today to Orlando to try to get the bank not to protest our checks, as you can see from the enclosed letter from them. We cannot expect anything else. One half of the contractors have quit, threatening law suits—we broke the contracts by not paying on time and are helpless. A loss of time and money everywhere. I am alone—how can you expect me to go ahead under such circumstances?

"In fact, I cannot run the business this way—as I stated to you in my official letter of today. I will have to give up. It kills me.

"Give me the money I ask for, see that your mills really roll 150 tons a day, send your son here to help me, and we will see the road through. I shift all responsibility from myself otherwise. I have done all I could; I cannot do more. You ought to understand it. Either we go through or we do not. I know we cannot if the money does not come.

"I expect a telegram immediately upon the receipt of this letter."

Despite this desperate plea, L. Lissberger & Company failed to give Demens the immediate help he needed. Demens' letters do not reveal the reason; but they reveal his bull dog determination to finish the railroad regardless of obstacles. Repeatedly he told Lissberger that he would throw the whole thing over if he did not get money—but he never did. Always when things looked darkest, Demens managed to get a little money somewhere, by hook or by crook, and kept on going.

On Saturday, October 1, an angry mob of more than a hundred Orange Belt workmen gathered in Oakland, coming on flatcars from all parts of the line. The men demanded their wages, more than three weeks overdue. They threatened to lynch Demens unless they were paid

and set the deadline at eight o'clock that night. Demens wired frantically for money. It did not come. At the last minute, some of Demens' friends came to his aid and advanced enough money to pay off the men. Another crisis averted.

On Monday, October 3, the schooner "City of Baltimore" arrived with 245 tons of steel—a shipment which had been promised "positively" in June. Demens had to wait three days to borrow enough money, in addition to all he had already borrowed, to pay for the unloading of the boat. Then he had to wait four more days for an advance from Lissberger to start his construction crews to work again. By that time the schooner Ida C. Schoolcraft had arrived with another shipment of steel.

From then on, steel shipments kept on arriving with fairly reasonable regularity and for the first time Demens was able to maintain a normal working schedule. He worked his crews overtime and by the end of November enough track had been laid so that he could borrow \$200,000 more from H. O. Armour & Co. on less ruinous terms than Lissberger demanded. In December he also began borrowing from a syndicate of Philadelphia financiers composed of E. W. Clark & Co., Ed T. Stotesbury and Drexel & Co.



The Orange Belt depot, on the site of the present Atlantic Coast Line depot. Photograph taken in 1888. The depot, the Detroit Hotel and the office building of the Orange Belt Investment Company, shown in the distance, were the only buildings then in lower St. Petersburg.

This financial help did not arrive in time, however, to enable Demens to complete the Orange Belt extension by December 31, 1887—and many of the land donations had been made contingent upon the completion of the road by that date. Consequently, Demens lost about 25,000 acres of land grants. The Disston interests, however, granted him an extension of time so the failure of the Orange Belt to finish the construction job by the end of 1887 was not completely disastrous.

The Orange Belt was completed to the edge of the Williams property at Ninth street on April 30, 1888, and on June 8 the first train came into St. Petersburg from the eastern end of the line on the St. Johns River. On June 14, Demens came to St. Petersburg in his private car and had a conference with Williams during which he agreed to build a hotel at a cost of \$10,000, one-half to be paid by himself and the other half by the Orange Belt Investment Co. Construction work on the hotel, later named the Detroit, was started during the summer and completed in the late fall. The depot also was built during the last half of 1888 and, during December, the railroad tracks were extended down to Second street. Early in 1889 a 2,000-foot pier was built out into Tampa Bay, to twelve feet of water, permitting medium-sized ocean-going vessels to dock.

Unfortunately for Demens, the Orange Belt failed to make money after it got into operation. It continued to go deeper and deeper into debt. Freight shipments did not come anywhere near up to Demens' expectations and the revenue from passengers was negligible. By the spring of 1889 the Orange Belt owed \$900,000 to H. O. Armour & Co. and the syndicate of Philadelphia financiers. On July 1, \$55,000 was due in interest and the money was not on hand—not even a fraction of it. The Orange Belt Investment Co. owned about 200,000 acres of land, including 79,582 acres which it had obtained from the state, but no one wanted to buy it. Not at any price!

Under these circumstances there was nothing for the original backers of the Orange Belt to do but accept what terms the syndicate had to offer. Demens went to Philadelphia to handle the negotiations. He returned with a check for \$25,500. Of this, \$8,850 went to Henschen, \$2,000 to Taylor and \$14,400 to Demens. These payments represented only a small part of the capital which the men had invested in the road. It gave them nothing in remuneration for the headaches they had suffered in making the Orange Belt a reality.

After the syndicate took over the railroad, a staff of officers from the local territory of the road was named, as follows: William McLeod, St. Petersburg, president; George A. Hill, treasurer; Frank E. Bond, superintendent; S. H. Dare, purchasing agent; Joseph W. Taylor, freight agent; A. L. Hunt, chief engineer, and H. H. Richardson, secretary.

'Twas Just a Comic Strip Railroad

Few improvements were made on the Orange Belt after the syndicate took charge. When Demens had it, its chief claim for distinction was that it was the longest narrow-gauge railroad at the time in the country. In many respects it was a joke. The tracks had been laid in a hurry and, as a result, they were uneven and needed constant repairs. And no repairs were made for several years, the syndicate refusing to spend any more on a losing venture. It is a wonder the trains were able to get to the end of the line.

Most of the rolling stock was in as bad condition as the roadway. Some of the cars and locomotives had been purchased second-hand from the South Florida Railroad; a few locomotives came from an abandoned narrow-gauge road in Alabama, and the Orange Belt had built a few of the cars in its shops in Oakland. Nothing was first-class. Hardly a train made a run without a breakdown. The engines burned wood as fuel. When the wood was dry, and all other conditions were favorable, the



St. Petersburg was mighty proud of this bathing pavilion in 1890. It was the first attraction provided to lure visitors to the infant town. The pavilion was built on the railroad pier by the Orange Belt Investment Co. and boasted of having a fresh water shower which bathers could use after taking a dip in Tampa Bay. The fresh water was obtained from an artesian well. In 1891 a toboggan slide was added.

engineer could speed up to fifteen or twenty miles an hour. Once, on a test trip, when Demens was showing off the road to Armour, the train raced along at forty miles an hour—but that was when the roadway had just been laid. Later on, when the roadbed became rough, such speed would have been suicidal. And when the fuel became wet, the train barely crawled, the engine leaking just about as much steam as was generated over the hesitating fire.

The train crews consisted of three men—the fireman, the engineer, and a general utility man who labored under the official titles of conductor, baggage master and express messenger. W. F. Divine, later a resident of St. Petersburg, had this last position for a number of years. He said that despite the multiplicity of duties he was not worked to death during the first few years of the railroad's existence—busy days were few and far between.

When the syndicate took over the Orange Belt Railway it also acquired all the holdings of the Orange Belt Investment Co. These holdings included the one-half interest in the townsite of St. Petersburg which had been deeded to the railroad company on February 28, 1889. Incidentally, Demens had never put a high value on the townsite in his estimates of the worth of the Orange Belt's holdings. In a report made to his brokers in May, 1887, he stated that the 250 acres owned by the investment company were worth \$25,000 and he hesitantly added that after the railroad was completed they might be worth as much as \$75,000.

To dispose of the property in and near St. Petersburg, the syndicate formed the St. Petersburg Land & Improvement Co. which secured all the deeds on October 6, 1890. The company's St. Petersburg office was in charge of Col. L. Y. Jenness, who played an important part in the development of the city. The company continued to sell its property until December 15, 1906, when it sold the Detroit Hotel and all remaining lands to C. Perry Snell, A. E. Hoxie, and J. C. Hamlett.

Some of the bonds of the railroad were held outside the syndicate and in 1892 the Farmers Loan & Trust Co., of New York, to clear up the issue, started foreclosure proceedings in the United States Court at Jacksonville. On June 5, 1893, the road was sold for \$150,000 to John P. Illsley and Joseph S. Clark, representing the syndicate. The outside bondholders received about 16 per cent of the face value of the bonds. They received nothing for their common stock, \$250 worth of which they had received with each \$1,000 bond.

During the early '90s, the syndicate endeavored to develop St. Petersburg as a port. Efforts also were made to induce settlers to buy land along the right-of-way and thereby increase the business of the railroad. But in both things the officials met with only partial success and the railroad continued to lose money. The ruinous freezes during the winter of 1894-95 which killed many of the citrus groves in

Florida and impoverished thousands of people, dealt the company a disastrous blow and within two weeks after the last freeze, the syndicate leased the railroad for ten years to Henry Plant who operated it as part of the Plant system, its name being changed from the Orange Belt to the Sanford & St. Petersburg.

And so the Orange Belt Railway passed out of existence. It had killed Sweetapple, it had made an old man out of Henschen, and it had undermined Demens' health. It had made a profit for none of its backers. It was widely ridiculed as a comic-strip railroad.

Despite all this, the Orange Belt was a glorious success. For the settlers on Pinellas Peninsula it provided direct connections with the outside world, opening up markets which had always been closed before. It boosted land values throughout the entire peninsula. It passed by the embryo town of Disston City, true enough, and thereby caused that dream city to fade entirely from the picture but it brought prosperity to Tarpon Springs, Dunedin, Clearwater, Largo and other communities along the right-of-way, thereby more than evening up the score.

Above all else, the Orange Belt made its mark in history because it brought into existence a new town—the infant town of yesterday which has become the St. Petersburg of today.

How St. Petersburg Was Named

Several different stories have been told to explain how St. Petersburg got its name. The old familiar story runs somewhat as follows:

Both Demens and Williams wanted to name the town which was to be the terminus of the Orange Belt Railway. They couldn't agree as



Winter visitors of half a century ago had great sport fishing in Tampa Bay from the old Orange Belt railroad pier. The above picture was taken in 1897.

to which should have the honor. To end the dispute, they drew straws. Demens won, so he called the town St. Petersburg after the city in Russia where he was born. As consolation, 'tis said, Williams was given the privilege of naming the first hotel, and he called it the Detroit after his birthplace in Michigan.

Josef Henschen, one of the first stockholders in the Orange Belt Railway, insisted that the tale about drawing straws was merely the figment of someone's imagination. The true story, he said, was less romantic and was as follows:

Early in 1887, when construction work on the Orange Belt was getting started, and post offices were being established all along the right-of-way, Mrs. Ella E. Ward was appointed postmistress for the town at the end of the road. Even before the railroad reached here, Mrs. Ward had occasion to write to the post office department. And, inasmuch as the town had not yet been named, she was in a dilemma—she didn't know what town name to use in giving her address. She talked with Williams and was told that the town should be named after one of the four original backers of the Orange Belt—Demens, Henschen, Sweetapple or Taylor.

So Mrs. Ward went to Oakland, the headquarters of the Orange Belt. No one was there except Henschen so she talked with him about the matter. She asked Henschen to decide on a name. This is the way Henschen told the rest of the story:

"They wanted me to name the town, and I didn't know what to call it. We'd already named a town along the road after Taylor—called it Taylorville. And we couldn't call a town Sweetapple very well—it would be doomed from the start. And my name, Henschen, wouldn't be good because no one could spell it.

"However, I knew that Demens wanted a town named St. Petersburg. He had tried to have Oakland named St. Petersburg but Judge Speer, who gave half the townsite, didn't like the name and insisted upon Oakland. So I thought to myself, why not call this town down there on the gulf St. Petersburg—it will never amount to anything anyhow, so its name won't make any difference.

"So I told Mrs. Ward we'd call it St. Petersburg. And St. Petersburg it became. I signed a petition, got four or five others to sign it, and we sent it to Washington where it was approved by the post office department. That is the way that St. Petersburg got its name."

There is no way of proving which of these two stories is correct—perhaps neither is. It is quite possible that Demens was insistent from the very beginning that the town should be named St. Petersburg. It is a matter of record that he referred to it as "St. Petersburg" in a letter to H. O. Armour written on September 5, 1887, months before the first

known meeting of Demens and Williams. The letter showed that Demens, at that time, had great hopes for the future of St. Petersburg, as well as for the future of the Orange Belt Railway. He wrote: "There is no doubt that, when completed, our road will be one of the best paying roads in the state. At our southern terminus, at St. Petersburg, we have the only protected deep water which is to be found at the western coast of Florida, south of Pensacola, while Tampa, which has all the business at present, has only about five feet of water for about eight miles, and has to lighten every craft that comes to her The Gulf business will undoubtedly belong to us and I have not the slightest doubt that the road will pay handsome returns from the start."

Inasmuch as the construction of a hotel in St. Petersburg had not even been discussed at the time the above letter was written, it would seem that the town could not have been named co-incidentally with the naming of the hotel, and if the two were not named at the same time, the story about drawing straws loses some of its weight.

Regardless of who named the town, and when, it may be just as well that Williams didn't name it. In 1891, when Williams laid out a subdivision south of Booker Creek, he called it Williamsville. Perhaps that is what he might have named St. Petersburg had he been given the chance. And how could a place called Williamsville ever have become a famous resort city?

When all is said and done, it must be admitted that if anyone had the right to name the town, that person was Demens. Had he not conceived the idea of extending the Orange Belt Railway to Pinellas Peninsula, and had he not worked night and day against seemingly hopeless odds to complete the road, even after all hope of profit had vanished, there wouldn't have been a town at the end of the railroad to name.

CHAPTER 6

THIS WAS INFANT ST. PETERSBURG

LATE IN THE AFTERNOON of June 8, 1888, a comic strip train chugged into St. Petersburg over the newly-completed narrow-gauge Orange Belt Railway. It consisted of a dinky, wood-burning engine with a pot-bellied smokestack, an empty freight car and a combination baggage and passenger coach. The train, the first to arrive from the eastern end of the Orange Belt on the St. Johns River, stopped at the end of the tracks at Ninth street. No depot was there—just a small wooden platform.

One passenger alighted from the train. He was a shoe salesman from Savannah, intent upon getting accounts in this new town of St. Petersburg he had heard about in Oakland. As he stood on the platform he looked around in bewilderment.

"Where's the town?" he asked the conductor. "I don't see anything here except a couple of shacks and a lot of woods. There aren't even any streets. Where's St. Petersburg anyhow?"

The conductor scratched his head. "You got me, mister," he replied. "You know as much about St. Petersburg as I do. This is my first trip here. It isn't much of a place, is it? But it must be St. Petersburg because it's at the end of the road."

The shoe salesman stepped off the platform and walked over to a sturdy youth who had been standing at the edge of the tracks watching the train pull in. "Do you live here, son?" he asked.

"I certainly do," the lad replied. "My name's Ed Lewis and I live over in that new house my father just built behind those trees—you can hardly see it from here. If you're a salesman you probably want to see Mr. Ward in that store at the corner. He has the only store in St. Petersburg. But there'll be a lot more stores here pretty soon. Because we're going to have a fine town—yes sir, the best in Florida."

Sixteen-year-old Edson T. Lewis, St. Petersburg's first booster, accompanied the salesman to E. R. Ward's store in an old, ramshackle building on the corner of Ninth street and the railroad tracks and stood by while the two men talked business. Later he took the salesman to the home of Jacob Baum where the latter had supper and spent the night.

The salesman left St. Petersburg the next morning and Ed Lewis never learned whether he had gotten an order for even one pair of shoes.

When the shoe salesman on June 8, 1888, intimated that St. Petersburg didn't amount to anything, he wasn't ridiculing the town. There wasn't any town to ridicule. The townsite had been surveyed and platted several months before by A. L. Hunt, chief engineer of the Orange Belt Railway, but the work of opening up the streets had not yet been started. In the entire area which later comprised St. Petersburg, there were only four or five widely scattered homes of settlers; at Ninth street there were several tumbledown shacks where track laborers were living and Ward's general store. The maximum population of the infant town was not more than thirty, including children. That was St. Petersburg—June, 1888.

It wasn't long, however, before St. Petersburg began to forge ahead. On June 14 Demens arrived in his private car and had a conference with Williams, the original owner of the townsite. The two men made arrangements for clearing the streets, Williams and the Orange Belt Investment Co. each to pay half. Demens promised that a depot would be built at Second street and that a 40-room hotel would be constructed a block north of the depot. He said that the cost of building the hotel would be borne by himself and the Orange Belt Investment Co.



All by itself in the woods, the Detroit Hotel loomed up in majestic splendor in 1888. It was a mighty fine hotel for a town with less than fifty inhabitants.

Several weeks later work was started cutting down the trees and grubbing out roots along St. Petersburg's streets and avenues. Wide swaths were made through the woods because all the streets and avenues were one hundred feet wide—"outlandishly wide," one old settler said, "somebody must be crazy!"

Contradictory stories are told about who was responsible for St. Petersburg's wide streets and the park now known as Williams Park. Some say it was Demens who insisted upon them and that the early negotiations were almost broken off because Williams was reluctant about "giving away" any more land than he had to. Others say that Williams was the advocate of plenty of room and that when Demens threatened to balk at such prodigal waste of good town property, Williams replied: "It's my land and I'll do with it whatever I damn please!" Probably the truth is that the whole matter was worked out without friction. Land was dirt cheap in those days and it didn't much matter whether the streets were fifty feet wide or two hundred. For that matter, several more downtown parks could have been provided and no one would have been out more than a few dollars.

While work of opening up the streets was going on, the Orange Belt brought in a crew of carpenters from Oakland and construction of the depot was started. The building was completed within a month and the carpenters then moved over and began building the hotel. It proved to be a truly magnificent structure for a town at the end of nowhere. It was constructed of the best of woods, was three and one-half stories high, and from the 70-foot tower a fine view could be obtained of Tampa Bay. The hotel later was named the Detroit, as consolation, 'tis said, for Williams who had not had the chance to name the town. The hotel was completed late in the year and E. G. Peyton, of Virginia, was made the first manager.

Central Avenue Was Once Sixth Avenue

In the original town plat what is now Fifth avenue north was called First avenue, and the avenues to the south were numbered in rotation. Sixth avenue, now called Central avenue, was laid out to be the main business street.* This system of naming proved to be unsatisfactory for many reasons and in 1903 the city council changed the name of Sixth avenue to Central avenue and made it the dividing line of the city, naming the avenues in accordance to their location north and south of Central, as First avenue north, First avenue south, and so on. Incidentally, no name was given in the original plat to what is now First avenue south. That was where the Orange Belt had its right-of-way. The first name given to it was Railroad avenue. It was called First avenue south in 1903. To avoid confusion, the present names of avenues will be used hereafter in this story of St. Petersburg.

*See original plat of city, used as frontispiece.



The agreement between Williams and Demens regarding the division of the town, each to get half, resulted in complications. The Orange Belt was to get its property, according to the agreement, when tracks had been laid through the town and a pier was built out to twelve feet of water. The tracks were not laid down to Second street until December, 1888, and the pier was not completed until several months later. In the meantime, Demens became impatient and on August 11, 1888, he recorded the plat under his own name. Still Williams held off making the division, evidently fearing that if he did so the railroad would not complete its work.

A memorandum of January 20, 1889, made by R. C. M. Judge, stepson and clerk of Williams, read: "Mr. Demens is anxious to get the lands divided as he wants to have things in shape so that when Armour, Drexel & Company come down he can get another appropriation for his road." The division was finally made February 28, 1889, a few days after the pier was completed. Up until that time, neither Williams nor Demens could sell any of their holdings without the other's consent. As a result, only two lots were sold, one to Hector McLeod and the other to J. C. Williams, Jr.

Meanwhile, the "old town" up around Ninth street had a chance to boom. Jacob Baum, of Pennsylvania, had bought eighty acres on the south side of what is now Mirror Lake in 1878. He got the land from the state, paying ninety cents an acre. He built a home on the lake and set out an orange grove. Part of his grove extended across Central avenue to the railroad tracks, from Ninth street east to a point about half way between Sixth and Seventh streets.

In March, 1888, Baum sold an acre of land between Eighth and Ninth street south of Central to Fred Lewis who had come to St. Petersburg with his family from New Mulford, Pa. On his acre, Lewis built the first house of the new town. The work was done by Lewis' two sons, Ed T. and Tracy G., and T. A. Whitted who came to St. Petersburg about that time from Disston City.

An old building on Baum's property which had been used for years by pioneer settlers as a meeting place was purchased in the spring of 1888, after completion of the railroad was assured, by E. R. Ward who had operated a general store at Pinellas for several years. Ward moved his stock of goods to the building and opened St. Petersburg's first store.

In April, 1888, Ward made a partnership arrangement of some sort with Baum and five acres were platted as the Ward & Baum addition of St. Petersburg. The plat was recorded April 4, 1888, five months before the plat of St. Petersburg was recorded. In other words, St. Petersburg got an addition before it came officially into existence.

Ward & Baum gave clear titles, something Williams or the Orange Belt could not do, and they did a lively business after the railroad came in. The first person who purchased a lot in the subdivision was W. A. Sloan, who afterward became postmaster of St Petersburg. Prices for the lots ranged from \$20 to \$60, considerably less than was asked a little later for lots "downtown." As a result, many lots were sold and a sharp rivalry developed between "uptown" and "downtown" and the first factional feeling was created. The first post office was located in the uptown section in 1888 with Mrs. Ella E. Ward as postmistress. Because of the factional rivalry, the post office was moved half way between the uptown and downtown in 1891 when D. W. Meeker succeeded Mrs. Ward as postmaster.

The subdivision of Ward & Baum did not conform in any way with the plat of St. Petersburg as laid out by Engineer Hunt. The lots were smaller and the streets were only fifty feet wide. Central avenue was not laid out correctly. It was narrow and there was a jog in it between Sixth and Seventh streets. Not until many years later was this jog removed and the avenue widened, at a cost of several thousand dollars to the city and considerable inconvenience to property owners.

Although "downtown" St. Petersburg was slower in getting started than the Ninth street section, it began to spurt ahead after the townsite was divided and the sale of lots started. Completion of the depot and the Detroit hotel gave the lower end of town an advantage which proved all-important. Soon after the hotel and depot were finished, J. C. "Tine" Williams, Jr., opened a general store on Central directly across the street from the Detroit. He sold practically everything from diapers to caskets and from toothpicks to plows and in time his establishment became the leading general store on the entire peninsula.

Following the birth of the downtown section, Williams placed some of his property on the market and the Orange Belt Investment Co. also opened up for business, establishing an office in a two-story building it erected between Third and Fourth streets on Central. The office was in charge of Col. L. Y. Jenness, who had come with the railroad as land agent. Both Williams and the investment company offered lots for sale on liberal terms, allowing purchasers nine years to pay for them. The only restrictions regarding the use of the lots were that all buildings must be erected on brick or stone piers and be painted. Williams insisted particularly on the paint. "Unpainted buildings make a town look as though it's going to the dogs," he asserted.

The first "mansion" in the new town was built at the corner of Fourth street and Fifth avenue south by Williams at the place where Dr. James Sarvent Hackney had built his home years before. Work was started on the Williams home late in 1890. After the foundations had been laid, Williams discovered they were too close to Fourth street, which

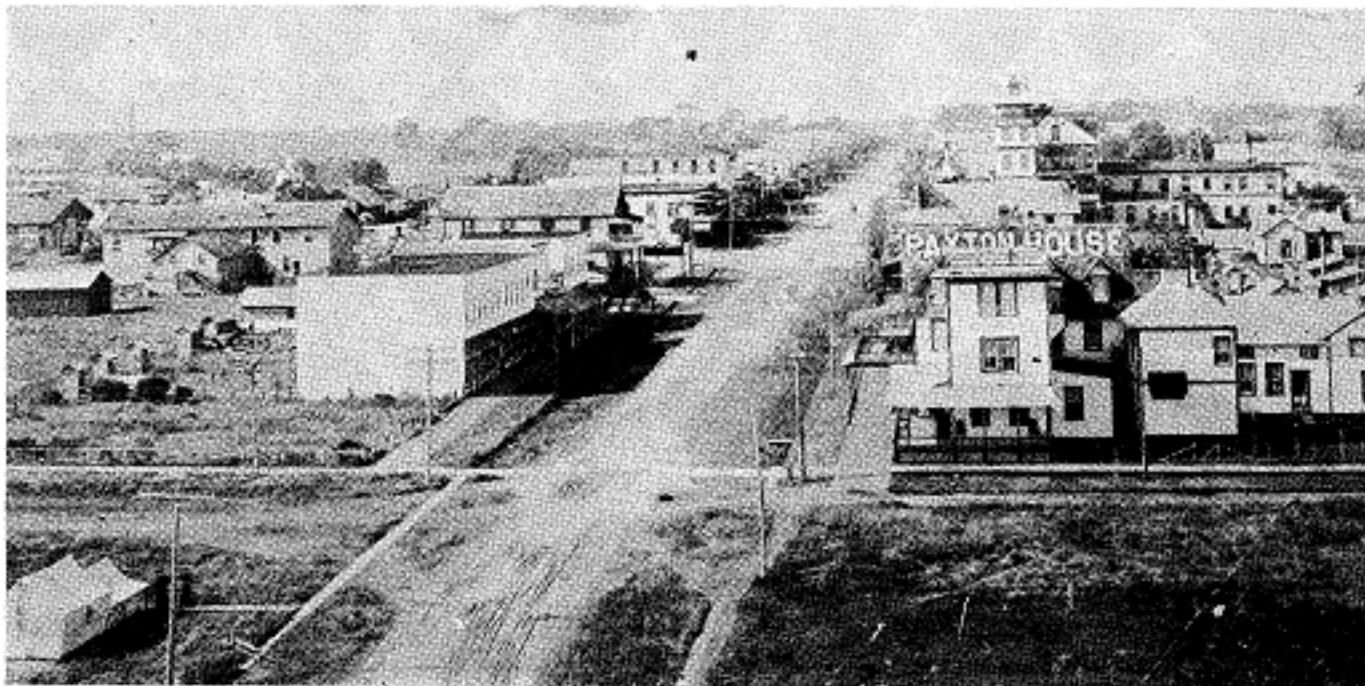
had just been surveyed, and that he had practically no front yard. To rectify his mistake, he decided to move the street forty feet to the east. To do this, a new plat of the town had to be made. It was recorded November 12, 1890, as "The Revised Plat of St. Petersburg." The plat was prepared after all property owners had given their consent. The agreement, dated August 18, 1890, showed that those who had bought lots up to that time were J. C. Williams, Jr., D. D. Klinger, Mary T. Howard, E. Powell, J. R. Barclift, J. Douglas Jagger, A. P. K. Safford, A. Maltry, Theodore Maltry, E. Ward, Sr., and the Congregational trustees.

Williams did not pinch pennies in the construction of his home. To make sure of getting fine workmanship, he brought in a crew of skilled craftsmen from Tampa and told them to take their time and make sure the house was built properly. Only the finest lumber was used. Thousands of dollars were spent on interior decorations. When finished, the home was acclaimed as one of the show places of Florida. Years later it was sold and made a part of the Manhattan Hotel.

Early Growth of St. Petersburg

The federal census of 1890 showed that St. Petersburg had 273 inhabitants, most of whom lived around Ninth street. The town had started to grow, but its growth at the start was slow.

The initial growth of St. Petersburg was due solely to the fact that it was on a railroad connecting it with the outside world, and that it was



St. Petersburg as it was in 1897. The above picture was taken from the top of the smokestack of the old electric light plant at the foot of Central avenue. Two of the city's oldest hotels, the Paxton House and the Detroit, can be seen at the right.

at the end of this railroad. Trains remained in the town over night and the trainmen naturally found it advantageous to establish their homes here. A number of construction workers who had built the railroad also found the new town to their liking and stayed. The descendants of many of the original Orange Belt men are still residents of the city.

The railroad gave St. Petersburg a tremendous advantage over Disston City and Pinellas and the town became recognized almost immediately as the shipping and trading center for the entire lower peninsula. A number of far-sighted merchants in the other settlements realized how things were going and moved their stores to St. Petersburg. Some of the farmers and grove owners also came into town to enjoy the community life. George L. King moved his sawmill from New Cadiz and located it on Booker Creek near what is now Twelfth street. Practically all the lumber used for buildings in the infant town was sawed and planed in King's mill.

During the 1890s, commercial fishing was the principal industry of St. Petersburg, employing the most men. When the Orange Belt constructed the pier in 1888-89, it built on it a number of warehouses. One of these was leased during the summer of 1889 by Henry W. Hibbs, a native of North Carolina who had gone to Tampa a few years before and been engaged in the fishing business. Hibbs had become acquainted with most of the fishermen who lived on the lower peninsula and who fished in the bay and gulf, and after he came to St. Petersburg he made arrangements with them to sell their fish to him, instead of to the fish houses in Tampa. Hibbs offered good prices and most of the fishermen switched to him. Before a year passed, Hibbs was shipping out more than a thousand pounds of fish a day.

In the beginning, Hibbs packed his fish in ice brought in to St. Petersburg from Oakland on the Orange Belt. Finding this too expensive, Hibbs urged Colonel Jenness to try and get an ice plant established here. Jenness agreed. He donated three lots and advanced money for the construction of an ice plant by the Tampa Bay Ice Co. at the corner of Second street and First avenue south. Water for the plant was obtained from an artesian well. Construction of the plant and the installation of machinery was supervised by David Murray, of Dover, N. H., who had worked for years for an ice machinery company of Harrisburg, Pa.

The ice plant went into operation late in 1890. But its capacity was not large enough to supply the demand and within two years it was found that a larger plant was needed. It was provided by J. C. Williams, Jr., and his brother Barney. Together they organized the Crystal Ice Company and built a plant at First street and First avenue south. Soon afterward the Tampa Bay Ice Co. closed its plant and the Williams brothers had the town's ice business for themselves.

With an ample supply of ice, the fish business boomed. R. T. Daniels, G. E. Eady and others opened fish houses, all located on the wharf. During the late Nineties, the fish houses employed or bought fish from approximately two hundred fishermen and shipped more than three million pounds a year, the principal market being Savannah, Charleston, Mobile, Jacksonville, New York and Philadelphia.

Getting ice from the ice plant to the end of the railroad pier was no easy task. Hibbs finally rigged up a flat topped car with a mast and a large sail and every day the ice car sailed the half mile out to the end of the pier. It proved to be one of the attractions of St. Petersburg as few people had ever seen anything like it before. The sail ice car was kept in operation until March 13, 1913, when it ran down W. H. Flagg, a winter visitor from Battle Creek, Mich., who was fishing on the pier. Flagg was fatally injured and the sail ice car was never used again.

St. Petersburg received a big impetus through the summer excursions run by the Orange Belt. Low rates induced many persons in the central part of the state to visit St. Petersburg for the first time. Many were so pleased with what they found that they later returned here to live. It was as a summer resort, in fact, that St. Petersburg gained its first fame. The inlanders learned that St. Petersburg-by-the-Sea, as it was advertised by the railroad, was cooler during the summer months than inland towns because it was surrounded by water, and they came here to be comfortable. The excursions were run for a number of years. The first was held on July 4, 1889, and the visitors were welcomed at a celebration attended by everyone in town.

To make sure that the excursionists could go bathing while in St. Petersburg, the Orange Belt built a large bathing pavilion with a toboggan slide on the railroad pier. In 1895, another pavilion, also with a toboggan slide, was built by D. F. S. Brantley on a pier he constructed close to the foot of Second avenue north. For years these pavilions were used by everyone in St. Petersburg who wanted to go swimming—no one thought of going to the gulf beaches in those days. The St. Petersburg Times, in a special edition published in September, 1899, stated that Brantley had just added 34 rooms to his pavilion and still did not have rooms enough "to satisfy the throngs of happy bathers." The Times said that Capt. C. A. Mears was then in charge of the railroad pier pavilion and that "one feature of his bath house is that you can get a fresh water bath after you take a dip in the briny blue." The Times added that "both pavilions are managed in good style and both proprietors are clever, accommodating gentlemen."

Largely because of the summer excursionists, St. Petersburg got its second hotel, the Paxton House, built in 1890 by W. W. Coleman on the northwest corner of First street and Central. The hotel contained 32

rooms and for many years rivaled the Detroit in popularity. The Paxton kept open all year long, as did the Detroit.

The big freeze of the winter of 1894-95 proved a tragedy to thousands in Florida but it resulted in good for St. Petersburg. Many of the citrus groves on Pinellas Point survived the low temperature and a number of growers in other parts of the state who had been frozen out came here to make another start. Included among these freeze-migrants were A. T. Blocker, A. C. Pheil, W. E. Allison, Edgar Harrison, R. H. Sumner, W. C. Henry, George Edwards, T. J. Northrup and W. B. Powell, some of the best citizens St. Petersburg ever had. Every one played a most prominent part in the development of the city.

Pinellas Point Boosted for "Health City"

It might be opportune at this point to mention the big boost given Pinellas Point by Dr. W. C. Van Bibber, of Baltimore, Md., who was an advocate of the establishment of a "Health City," first suggested by Dr. B. W. Richardson, of London, in 1874. With the idea of finding the best location for such a city, surveys were made of the climatic conditions in many parts of the world. After long investigation, physicians decided that Florida offered the best advantages and observers were stationed in various parts of the state to see which was the best. One of the observers stayed a year on Pinellas Point, keeping accurate records on the temperature, humidity, prevailing winds, amount of sunshine and other health factors.

During the thirty-sixth annual meeting of the American Medical Society, held in New Orleans in April, 1885, Dr. Van Bibber read a paper embodying the reports and conclusions of all the observers. He said, in part:

"Where should such a Health City be built? Overlooking the deep Gulf of Mexico, with the broad waters of a beautiful bay nearly surrounding it; with but little now upon its soil but the primal forests there is a large sub-peninsula, Point Peninsula, waiting the hand of improvements. It lies in latitude 27 degrees and 42 minutes, and contains, with its adjoining keys, about 160,000 acres of land.

"No marsh surrounds its shores or rests upon its surface; the sweep of its beach is broad and graceful, stretching many miles, and may be improved to an imposing extent. Its average winter temperature is 72 degrees; that its climate is peculiar, its natural products show; that its air is healthy, the ruddy appearance of its few inhabitants attest. Those who have carefully surveyed the entire state, and have personally investigated this sub-peninsula and its surroundings, think that it offers the best climate in Florida. Here should be built such a city as Dr. Richardson has outlined."

At the time the report was made, Pinellas Point was isolated from the rest of the world so far as adequate transportation facilities were concerned and nothing ever was done about the proposed Health City. The report was given wide publicity, however, and when the Orange Belt came to the peninsula, talk about the Health City was revived. Many physicians who had read the report visited St. Petersburg. They found that the climate of the peninsula was everything that Dr. Van Bibber had claimed for it, and they boosted St. Petersburg far and wide. It is impossible to estimate the result of all this favorable comment but certainly it had a marked bearing on St. Petersburg's future growth.

During the early nineties the number of winter visitors to St. Petersburg was negligible. The tourist tide barely touched the town. For one thing, the railroad service was not what it might have been, and the trip was anything but pleasant. Sometimes, when conditions were perfect, the rickety old engine bumped along over the uneven rails at a twenty-mile gait, but more often it crawled along with aggravating slowness. And every so often something broke, and then the passengers had to spend hours looking at the scrub palmettoes and scrawny cows. No wonder most tourists left St. Petersburg off their itineraries.

During the latter part of the nineties, however, St. Petersburg began to come into its own. The railroad service was improved somewhat and trains began coming in fairly often on scheduled time. The tracks were made standard gauge and a little better equipment was secured. Better connections were made with other railroads which brought tourists from the North. Simultaneously, the St. Petersburg Land & Improvement Co., successor to the Orange Belt Investment Co.,



Downtown St. Petersburg as it looked in 1901. The photograph was taken from the top of Tomlinson's tower at Fourth street and Second avenue south, looking northeast.

spent considerable money advertising the town throughout Florida and in the North. The results were apparent—more winter visitors began coming in.

Many of the first tourists came to fish. And they found St. Petersburg a veritable fisherman's paradise, just as settlers had many years before. From the railroad dock they made big catches of trout, mackerel and sheepshead, and when they took boats and went out into the deeper waters, they tired themselves battling with the fighters. Anglers who came to stay a week, remained the entire winter. And when they went North in the spring they told their friends about the spot they had found, and the next winter their friends came too. So spread the fame of St. Petersburg. The fine fishing, coupled with the ideal climate, proved an inducement which could not be denied.

First Public Improvements

The St. Petersburg of 1891 was graphically described by John A. Churchill, of Council Bluffs, Iowa, when he visited the town in 1911 after having been away for twenty years, and was interviewed by a newspaper reporter.

"The only way you could get into the city by land was over the narrow-gauge Orange Belt Railway," Mr. Churchill said. "The engine used to jump the track about once a week but I never heard of anyone being killed or even seriously injured—the train didn't go fast enough. Wood was used as fuel and in wet weather, when the wood got wet, you could keep up with the train by walking.

"Fishing for Spanish mackerel on the railroad dock was great sport in those days and the market contained venison, wild turkey and Mallard ducks. The farmers brought in wagon loads of oranges and you could buy a hatful for a nickel.

"Two large alligators made their home in the lake and basked in the sun on the shore undisturbed. Where some of the business buildings are now there were ponds. Good building lots could be had for \$50 to \$100 each. There were no paved streets or street lights at that time. The only barber was a big Negro who carved you at 15 cents per head and then rubbed turpentine into the cuts to stop the flow of blood."

Unquestionably, St. Petersburg was a primitive place in those early days. The first public improvement of which there is any record was the construction of a wooden sidewalk along Central avenue. This sidewalk was started at Ninth street in 1889 and built toward the bay. After about two hundred yards were laid the money ran out and the work was temporarily abandoned. Baum's grove extended across Central and on both the east and west sides of the grove fences had been erected to keep out wandering cows and hogs. Stiles were built over the fences and

Arthur Norwood, one of the pioneer merchants, said that when he used to take his baby out for a ride in her carriage, "down the sidewalk," he had to lift the carriage over the stiles.

The sidewalk, the first improvement, was built largely through the efforts of the women of the town. They objected to walking through sand up above their shoetops and, besides they were inspired by the dawning town beautiful movement. Banding together, they raised a small fund by selling ice cream and lemonade, giving entertainments and picnics, and used the money in building the sidewalk. It was not until 1891, however, that they saw the sidewalk completed down as far as the Detroit Hotel. Between Second and Third streets the sidewalk was elevated like a bridge over a swale through that section.

The women of the town also can be credited with making the town more beautiful. They began vieing with one another to see which could have the most attractive yards. They planted shrubs and flowers, and vines with flaming colors. They also tried to plant grass but they had little success until the cows were banned from the city and thereby prevented from eating the grass as fast as it was planted. Incidentally, the women who wanted pretty lawns were the leaders in the battle to get the "anti-cow" ordinances passed.

The swale across Central avenue between Second and Third streets proved a knotty problem to the town builders in the early days. The water was several feet deep during the rainy season and teams could not get through. The swale could have been filled in easily enough if there had been money available to pay for the work, but in those days money was scarce in St. Petersburg.

Even after the town was incorporated and a few dollars began rolling into the public coffers, nothing was done about the swale until another year had elapsed. The first money available for road work was used in grubbing out a clump of palmettoes north of Central on Ninth street—there were more votes then "uptown" than there were "downtown." The work was done by a Confederate veteran named Calhoun, commonly known as "the last private."

It was not until the latter part of 1894, during the administration of H. W. Hibbs, that the swale was filled in. T. F. McCall, C. Durant, J. C. Hoxie, T. M. Clark and T. A. Whitted, then members of the town council, signed notes so that money could be obtained to get the work done. Later the notes were paid out of taxes. The contract for the job was awarded Ernest Norwood.

Filling in of the swale gave an added impetus to the growth of the lower end of town. Before the job was finished, Ed. T. Lewis bought the northeast corner of Central and Third and a short time later built a two-

story building and opened a general store. It became one of the show places of the town. Other stores were opened downtown and in a few years it became the business center of St. Petersburg. The Ninth street section became the manufacturing district. George L. King's saw mill, the St. Petersburg Novelty Works and other enterprises were located there. Many of the Ninth street merchants moved downtown or went out of business.

The streets of St. Petersburg were often almost impassable during the early nineties. Horses loosened the sandy soil and during the dry seasons, teams had a hard time getting through. To help matters a little, A. C. Pheil, then owner of the St. Petersburg Novelty Works, took scores of loads of saw dust from his mill and scattered it along the ruts, thereby making what was known as the "saw dust trail."

Realizing that road improvements were essential, the town council on September 13, 1892, passed an ordinance providing that "all able-bodied males over 21 and under 45 and residents of the town for twenty days, shall be subject to work on the public streets." Ministers of the gospel and all town officers were exempted. No person could be called for more than six days' work in a year. So far as known, this ordinance was never enforced and the roads were not improved until the town had money to pay for getting the work done.

As a result of the bad condition of sidewalk crossings over intersecting streets, the town council was deluged with complaints during 1893 and 1894. Enough money was finally scraped together to have a layer of shells placed on the crossings of the most important streets. The first contract for this work was awarded to C. W. Springstead who agreed to do the work for 24 cents per lineal foot. The shells were obtained from the Indian mounds in what is now Shell Mound Park. Shells from the same source also were used at some of the most sandy places along Central. Because of this profligate use of shell, all except one of the Indian mounds were leveled.

Real road improvements did not come until 1897. On June 24 of that year the council awarded contracts for paving Central with pebble phosphate, 25 feet wide from the bay to Second street, 50 feet wide from Second to Fourth, 25 feet from Fourth to Seventh and 20 feet from Seventh to Ninth. About this time the famous "race track" came into being. This was a pebble phosphate road which made a loop through the business district and around the north side of Mirror Lake, then called Reservoir Lake. It extended up Central to Ninth, north on Ninth to Fifth avenue, east on Fifth to Second street, and south on Second to Central. Boys used to race over this course on their bicycles and in the evenings when young couples went out buggy-riding, this was the route they always took. It was St. Petersburg's first "Lovers' Lane."

Work of improving "The Park," now known as Williams Park, was started during the nineties, and credit for the improvement must go to the same group of women who built the first sidewalks. The block square park was set aside for public use in the original town plat but nothing was done to clear out the undergrowth and grub out the palmettoes until the women organized the Park Improvement Association in 1893. The officers were Mrs. George L. King, president; Mrs. George Anderson, vice-president; and Mrs. Jeannette Baum, treasurer and secretary. The members were: Mrs. Elizabeth Ferdon, Mrs. A. Welton, Mrs. Sarah Williams, Mrs. C. Durant, Mrs. Branch, Mrs. Allen, Mrs. G. B. Haines, Mrs. Burchfield, Mrs. Meadow, Mrs. McPherson, and Mrs. Arthur Norwood. The younger members were Pearl and Fay Moffett, Mrs. Will McPherson, Edna Badolet, May King and Grace Baum.

Actual work of improving the park was started on "Park Day," held after an official proclamation had been issued by Mayor David Murray late in 1893. Coffee, cake and ice cream were served by the women, and the women and men together began laying walks and clearing out the undergrowth. After Park Day, the men's interest in the work died down and the women had to carry it on themselves. They completed the walks, built a fence to keep out wandering cows and hogs and in 1895 raised enough money to erect a bandstand.

Work on the sidewalks, crossings, streets and park comprised about all the public improvements in St. Petersburg during the decade from 1890 to 1900. A start was made toward improving the channel along



Back in 1903, when this photograph was taken, the bathing suits worn by the swimmers created quite a sensation—they were considered altogether too revealing.

the railroad pier so that boats could dock at the foot of Central avenue, but the work was stopped before anything worth while was done.

The famous wooden sidewalks along Central gave way about 1895 to shell sidewalks, and the shell was replaced about 1900 with an asphalt preparation. Later came cement sidewalks. The town was becoming prosperous and the dawning prosperity was reflected in the better sidewalks and streets. Not until 1903, however, was any real movement started to pave the streets with brick.

St. Petersburg Is Incorporated

During the first three years of its existence, St. Petersburg managed to labor along without any government. Several attempts were made during 1890 and 1891 to incorporate the town but they were blocked by a faction which was opposed to any town government, partly because it might mean curtailment of "personal privileges" and also because incorporation would surely be followed by town taxes.

Early in 1892, however, a group of town boosters renewed the fight and called for an election Monday morning, February 29, in Cooper's Hall. An account of this election was carried in "The Weekly South Florida Home" on March 4, 1892, as follows:

"Pursuant to a call, issued thirty days prior, the citizens met at Cooper's Hall, Monday morning, February 29, to vote on incorporating the town. After considerable discussion, a vote was taken on the question, which stood 15 for incorporation to 11 against, and St. Petersburg laid off her swaddling clothes and donned the more comely garb of an incorporated town.

"The question of incorporation having been settled, the judges and clerks were duly elected and the polls opened for voting. There were two tickets in the field. The winning one, put up by the conservative, temperate, sturdy, property owners, generally understood as the Anti-Saloon faction, and the other was put up by what is generally understood as the Open Saloon faction.

"The Anti-Saloon ticket received the following vote: Mayor: David Moffett, 21. Councilmen: George L. King, 22; Charles Durant, 18; Arthur Norwood, 25; Frank Massie, 22; J. C. Williams, Jr., 27. Clerk: Wm. J. McPherson, 26.

"The other ticket received the following vote: Mayor: J. C. Williams, Sr., 10. Councilmen: H. W. Hibbs, 6; H. Martin, 9; G. W. Anderson, 7; T. A. Whitted, 7; J. Baum, 1. Clerk: J. Torres, 5. Marshal: S. A. Sloan, 18; C. M. Gill, 13.

"The officers elected have the confidence of the entire community, and with the reins of government in their hands, a new era of faith and confidence in the future of the town is established.

"That the government will be conducted economically and with the best interests of every property owner in view, and also for the general good and prosperity of the town, every one feels assured."

An analysis of the newspaper story reveals several interesting facts about the early town. In the first place, it shows that the prohibition question already had become an important issue in the community, and that the "drys" outnumbered the "wets" two to one. Despite their victory at the election, however, the "drys" apparently made no effort to close the town's two saloons, perhaps because the "drys" might have liked their wee nips occasionally. Be that as it may, the saloons remained and shortly afterward the council fixed the license fee at \$100.

The election also showed that the people of St. Petersburg did not feel as "grateful" toward Williams, original owner of the townsite, as might have been expected in view of the fact that if he had not given half the town to the Orange Belt, the railroad might have gone elsewhere on the peninsula. Perhaps the towns folk figured that if the Orange Belt would have gone elsewhere, they would have gone there too and nobody would have been much affected except Williams himself. Anyhow, instead of electing him mayor of the town he had helped to make possible they defeated him by a decisive majority. Whether this was due to an unfriendly feeling toward Williams or to the faction he represented will always be a matter of discussion.

There is reason to believe that Williams did not forgive St. Petersburg for having deprived him of the honor of being the town's first mayor. Less than two months after the election, on April 22, Williams died, and when his will was read some time later it was discovered that Williams had left nothing to St. Petersburg except a site for a firemen's hall worth not more than \$200. Some persons have said that Williams bequeathed "Williams Park" to the town. That is not the case. The block square area was set aside in the original town plat, by agreement between Williams and Demens, and plainly designated "Park." It was not given the name Williams Park until many years later, when Williams had been more or less "canonized." Incidentally, Williams never had high hopes for St. Petersburg. Roy H. Hanna says that Williams offered to sell him his half interest in the townsite for \$10,000 and that he tried to raise the money to buy it, but couldn't.

After the election, everything did not run smoothly. The question of incorporation had resulted in bitter strife and the fires of contention did not die down quickly. Williams' followers were disgruntled and Judge William H. Benton, Williams' right hand man, secured an injunction to prevent the councilmen from taking office. Inasmuch as there were no town funds to fight the injunction, the councilmen dug into their own pockets and contributed five dollars each to present their

case in the courts. The legality of the election was sustained and in June, 1893, at the next session of the state legislature, a bill was passed validating interim acts of the town officials.

The first meeting of the town council was called by Mayor Moffett for the evening of March 1, 1892, and held in the office of the South Florida Home. All the councilmen were present. George L. King was elected president of the council. The term of office of the various members was determined by lot, the result being that King and Durant were to serve one year and the others two.

Council got down to business at the next meeting, held March 4, and passed nine ordinances. Ordinance No. 1 designed to preserve the town peace and morals ordained that any person who violated good order by a breach of the peace, by profane language, by indecent exposure, by disorderly conduct, or by drunkenness, would, on conviction, be fined a maximum of not less than one hundred dollars, or be imprisoned not more than sixty days.

The second ordinance prohibited the sale of goods on the Sabbath except to persons in need of necessities. Drug stores were excepted from this Blue Sunday Law. Other ordinances passed at this meeting prohibited gambling and the firing of guns in the town limits, provided for the punishment of "bad characters," and fixed license fees for various occupations, including the \$100 license fee for saloons.

At their third meeting on March 8, the councilmen kept up their good work and passed an ordinance to halt the wandering of hogs over the streets and through the gardens. Said the ordinance: "Be it ordained by the town council of St. Petersburg, that the running at large of hogs within the corporate limits of the town of St. Petersburg is hereby prohibited, and all hogs found running at large within the aforesaid limits shall be impounded by the town marshal, and shall be released only on payment of \$1 per head and costs. If the fine is not paid within six days the hogs impounded shall be sold at public auction by the marshal."

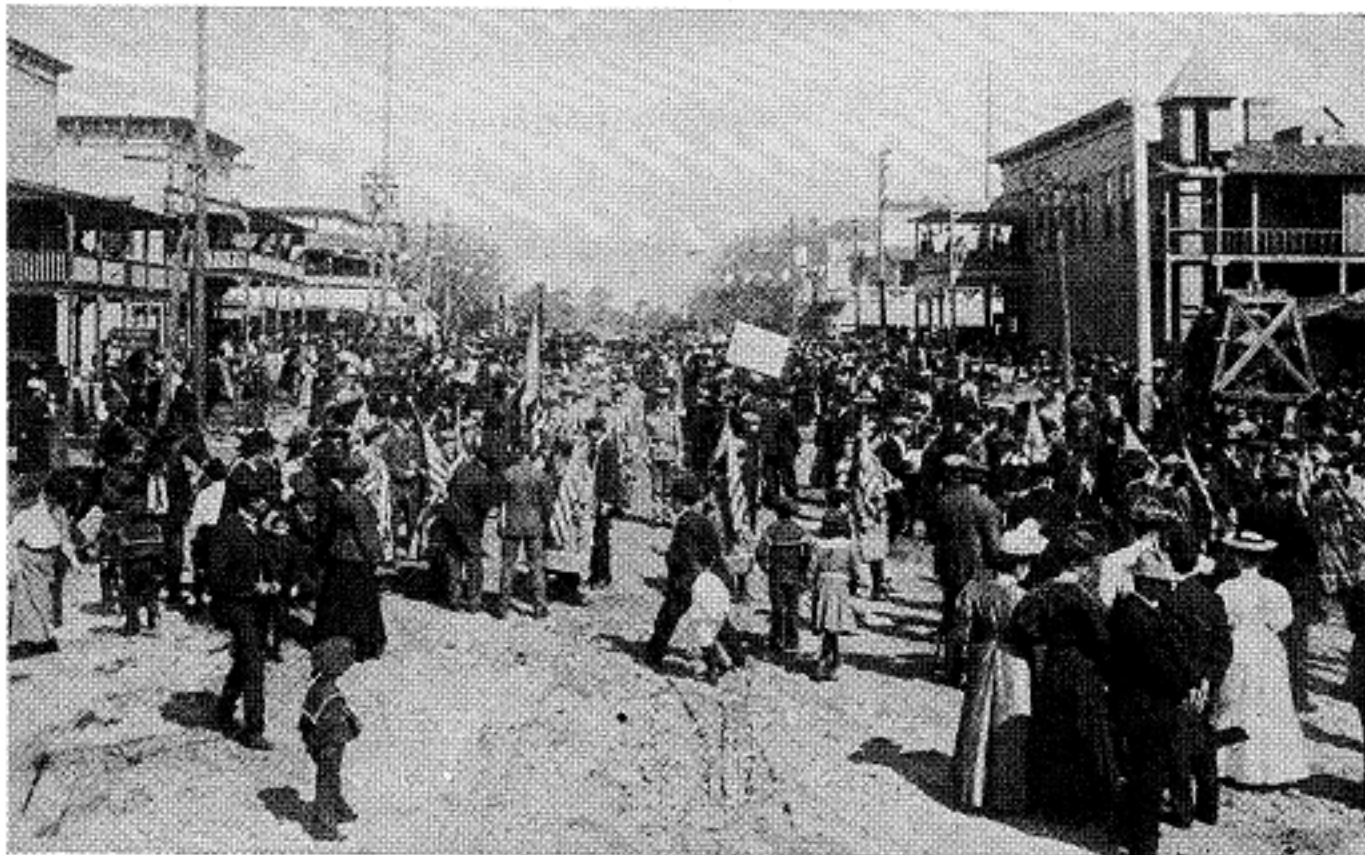
The councilmen then turned their attention to "speed demons" who were racing their horses through the town. They decreed that anyone who drove recklessly or raced would be punished upon conviction by a fine not exceeding ten dollars or imprisonment not exceeding ten days. The speed of trains was limited to six miles an hour in the town limits.

After the first burst of ordinance passing, the council settled down to the drab existence of providing for the many needs of the town with the small means at its disposal. No taxes could be levied the first year and the only funds received by the town were part of the fines paid by law breakers and the license fees. A report made by the finance committee on July 7, 1893, showed that the town had run more than \$100 in debt during the first year.

In April, 1892, Marshal W. A. Sloan called the council's attention to the fact that there was no place to confine law breakers after he had captured them. Thereupon the council voted "to erect a town calaboose," eight by twelve feet, and ten feet high, with two-inch plank walls. This "calaboose" cost the town \$37.68.

Salaries for the various town officers were fixed at the council meeting on May 3, 1892, the councilmen at the same time voting to serve one year without pay. The salaries were as follows: Mayor, a fee of \$1 for each conviction before his court and such other fees as allowed him by ordinance; marshal, \$20 a month, and a fee of \$1 for each conviction before the mayor; collector of revenue and assessor of taxes, five per cent of the first \$2,000, two and one-half per cent of the next \$2,000, and one per cent of all other sums so collected and turned into the treasury; clerk, \$2 for each day's attendance at council meetings, \$1 for each conviction before the mayor, 25 cents of each license issued, and "other fees as are allowed clerks of the circuit court of Florida;" treasurer, one and one-half per cent on all monies received by him; town policemen, not more than \$1.50 a day.

Early in the summer of 1892, council faced the problem of raising money by taxation. J. P. Pepper was appointed first town assessor.



The whole city turned out in the days of long ago to witness the Washington's Birthday celebrations. This picture, taken in 1904, was taken on Fourth street, looking north from the railroad tracks. Notice the sandy street.

He submitted a report on September 6, 1892, showing the total valuation of all personal and real property in the town to be \$123,352.92. The council thereupon fixed the tax levy at ten mills. When the assessor's report was made public and residents saw how much their property had been appraised, a storm of protest arose. Many requests for reappraisals were made.

A change of feeling toward Williams might have occurred during the year following his death because, on March 8, 1893, at the second election, Judge William H. Benton, Williams' righthand man, was chosen as mayor. Judge Benton served less than a month, however, as he died suddenly of apoplexy while getting ready to go to Tampa. On April 28, David Murray was elected to succeed him.

St. Petersburg's first bond election was held on July 18, 1893. The council decided at first to ask the town to support two bond issues of \$7,000 each, one for grading and paving the streets and the second for building a school house. Later on, however, the councilmen became convinced that the voters would never approve two issues for such large amounts at one time, and they dropped the \$7,000 for streets. With only one bond issue confronting them the voters rallied to its support and it was passed, 39 to 1. It would be interesting to know the identity of the lone resident who opposed the issue and voted against the school building. Possibly it was the same man who moved just outside the town limits a short while later because he "didn't want to be robbed of everything he had."

During the next few years, the town fathers occupied most of their time with routine matters. Their greatest difficulties were encountered in keeping the town expenditures within its limited income. On several occasions, the councilmen gave their personal notes in order to raise money to pay for vital improvements. From all quarters of the town came demands which could not be met.

St. Petersburg took another step forward on April 5, 1895, when the council boldly defied the "cattle barons" and passed an ordinance which prohibited cows carrying bells from meandering hither and yon within the town limits. Previous to this action, the residents were awakened at all hours of the night by the jangling of bells.

Despite this ordinance, the cow problem kept bobbing up time and again during the next few years. A number of large herds of cattle grazed over the peninsula and even though the cattle industry was of relatively little importance in the St. Petersburg area, the cattle barons were so well organized and had such powerful friends in the ranks of the politicians that little could be gained by fighting them regardless of how much the cattle damaged property. Finally, however, the era of cow supremacy was ended. The residents of the town brought such pressure to bear that the council passed an ordinance providing that "no cow,

calf, heifer, bull, steer or cattle of any description shall be permitted to roam at large within the town limits between sundown and sunrise." Inasmuch as the cattlemen did not have cow chasers to round up their cattle each day at eventide, and get them out of town, this ordinance in reality meant that the cattle must be kept out of the town all day long. Mayor Edgar Harrison signed the ordinance on May 19, 1899. The prediction that the peninsula would be ruined never came true.

That the voters of those days wanted to shun bond issues was indicated on March 8, 1899, when they were called upon to approve or defeat a proposed issue of \$5,000 to build sewers. The issue was defeated nine to one. However, a \$5,000 issue for building a waterworks was approved on the same day 17 to 5. The election later was declared illegal on account of irregularities and another election was called for May 23. This time, \$10,000 was asked for the waterworks and was authorized, 31 to 9.

Authorization of this waterworks bond issue resulted in a long drawn-out court battle. There were a few residents in St. Petersburg who so strenuously resented being taxed that they did everything possible to prevent the bonds from being sold, even though they were for something as essential as water. On one technicality after another, they attacked the issue in the courts. Mayor Harrison and the councilmen, however, were determined that the waterworks should be built and they signed notes and obtained the needed money from the St. Petersburg State Bank soon after the litigation was started. Machinery for the waterworks was ordered and Richard Strada, a stone mason, was employed to build the foundations of a water tower on the northeast corner of Fifth street and Second avenue north. Water mains were laid on Central avenue and First avenue north, and on connecting streets between First and Fifth. The waterworks and water system was completed on December 12, 1899, and the water was turned on—and for the first time, some of the residents of St. Petersburg could get water from a public supply instead of from wells, cisterns or water tanks. The source of supply for the town-owned system was Reservoir Lake, now called Mirror Lake.

This was not the first time that Reservoir Lake had been tapped. During the Spanish-American War, the war department sought a supply of water for troops stationed at Tampa, the Tampa supply being inadequate and brackish. Tests were made of the water in Reservoir Lake and it was found that the water was of excellent quality. Permission was secured from the town council to run a pipe from the lake to the end of the railroad pier, and the water was taken on boats to Tampa. It also was used on transports running from Tampa to Cuba. To protect the water supply, a company of federal troops was stationed in St. Petersburg while the war lasted, the men being encamped in what is now

known as Williams Park. After the war, the pipe line was used by the fish houses on the railroad pier and also to supply ships which made St. Petersburg a port of call.

St. Petersburg Gets Other Utilities

A publicly owned water system was not the only public utility St. Petersburg got around the turn of the century. The fledgling town also got an electric light plant, of sorts, a telephone system, if one can call it that, and a trolley line.

The electric light plant and trolley line were established by companies fathered by F. A. Davis, a Philadelphia publisher of medical books and periodicals; a man who played a stellar role in St. Petersburg affairs for three decades. His activities covered such a wide range and had such a lasting effect upon the city that a separate chapter must be written to give an account of them. At this point, however, mention must be made of his initial ventures.

On February 2, 1897, Davis was granted an electric franchise by St. Petersburg voters and shortly afterward he brought a plant here from Tarpon Springs, where he had first put it in operation, and set it up at the foot of Central avenue, where the Yacht Club is now located. It wasn't much of a plant, either in size or condition—just a wood-burning boiler, a steam engine, and a 50-watt dynamo, all housed in a wooden building which did not lend much to the appearance of the waterfront. The power was turned on August 5, 1897. The history-making event was described in the September, 1897, issue of the Medical Bulletin in the following manner:

"The latest improvement of magnitude in St. Petersburg is the completion and inauguration of the electric light system. By this enterprise, every part of the town is brilliantly illuminated. A formal inauguration of the new undertaking occurred in St. Petersburg on August 5, and was the occasion of much rejoicing among the inhabitants and invited guests. The trial illumination was a success in every particular. No pains had been spared by the company to provide themselves with the latest scientific devices, and the appliances connected with the work are of the utmost importance."

As might have been expected, the Medical Bulletin, published by Davis' company in Philadelphia, was not modest in its praise of the electric plant. Later, however, the plant was described by one of the company officials as a "wonderful collection of junk." But it served the purpose for a number of years and helped materially in lifting St. Petersburg out of the village class. By the end of 1897, St. Petersburg proudly boasted of having a "lighted downtown business section," with thirty 32-candle-power street lights and two arc lights, one at Central

and Second and the other at Central and Third. The arc lights spluttered and crackled but the Sub-Peninsula Sun reported that "the light the arcs now give is truly wonderful to behold."

Although the electric light company was not a profitable undertaking, Davis had such faith in the future of St. Petersburg that he began planning a trolley line. He secured a franchise on February 4, 1902, and then spent the next two years getting sufficient backing to go ahead. Finally, on May 30, 1904, work on the trolley line was started and the first car was run on September 28, 1904. "The first trip over the completed route was made the occasion of an appropriate celebration by the people," said Davis' Medical Bulletin. "It is as delightful an urban ride as may be found anywhere, and not so short either for a little city."

The first motorman on the trolley line was Glenn D. Pepper and the first conductor was Warren Scott. The original line started at Ninth street and Fifth avenue north, went around the north side of Mirror Lake, meandered down to the foot of Central avenue, then went west on Central to Ninth and south on Ninth to Booker Creek. In the spring of 1905 the line was extended to Gulfport, then called Disston City.

For the next few years, hardly anyone in St. Petersburg believed that the line could live. They labeled it a foolhardy undertaking. It probably was. If it had not been for weekly checks sent by Davis' backers in Philadelphia to meet deficits, the company would have gone under within six months. As it was, the trolley line continued to live and continued to be one of St. Petersburg's greatest assets, making possible the development of the outlying sections of the city.

Late in 1905 Davis formed the Tampa Bay Transportation Company and purchased a 400-passenger steamer, the Favorite. To have a place for the Favorite to dock when it arrived here, Davis bought a waterfront lot just south of the foot of Second avenue north and built a pier, fourteen feet wide, 3,000 feet out into the bay. Car tracks were laid on the pier, the intention being to unload freight from steamers onto the freight cars of the traction company for delivery to consignees. The "electric pier," as it was called, became the "deep-water harbor" of the city. It also served as a recreation pier. In the wintertime it swarmed with anglers intent on capturing some of the fighters of Tampa Bay.

The first telephone in St. Petersburg was installed in 1898 between two stores owned by Arthur Norwood, one of St. Petersburg's pioneer merchants. One of the stores was located on Ninth street, close to the railroad tracks, and the other at Fourth and Central. The installation of instruments and 2,000 feet of wire was made by A. P. Weller, manager of the electric light company. The novelty of talking over a telephone attracted scores of persons to Norwood's stores and he reported that the phones more than paid for themselves the first day they were used.

Late in 1899 St. Petersburg got its first public telephone system, called the St. Petersburg Telephone Exchange. It didn't amount to much. All the equipment was second-hand. One old-timer said that a common corn-plaster had to be used in each receiver to make it work—just how, he couldn't explain. The backers of the venture were reported to be John T. Goodrum and Charles L. Goodrum, brothers, and T. C. Parker, of Macon, Ga. Without bothering to get a franchise from the town, the telephone promoters rented a room on the second floor of the building on the southwest corner of Third and Central and scoured the town for subscribers. After eighteen were obtained, the exchange was placed in operation. Old "viaduct type" phones were used and they hissed and hummed so badly that conversation over them was nearly impossible. Subscribers complained constantly.

Finally, in March, 1901, new Bell telephones and a Bell switchboard were installed and the service was improved—a little. A month later the interests of Parker and the Goodrums were purchased by A. P. Avery and Joe Patton who formed the St. Petersburg Telephone Co. and in June, 1901, the company got a franchise from the town. It stipulated that the company "must give perpetual service, night, Sundays and every day, strikes and Providential causes excepted." Rates were fixed at \$36 a year for residential phones and \$60 for business phones. The franchise also provided that the company, in lieu of taxes, should furnish the town four telephones free of charge.

St. Petersburg people were able to talk over the phone to Tampa for the first time on June 24, 1902, a hook-up having been made by the St. Petersburg Telephone Co. with the Bell Telephone Company which had just completed a Tampa line. Subscribers could make the Tampa calls the first day without charge; thereafter the toll was 25 cents.

In September, 1903, the St. Petersburg Telephone Co. proudly announced that it had 105 subscribers. Less than a month later, controlling interest in the system was sold to the St. Petersburg Investment Co., an F. A. Davis subsidiary, which a short time later sold to the Peninsular Telephone Company, of Tampa, headed by Senator W. G. Brorein. Early in 1904 the Peninsular took over the system, forming the West Coast Telephone Company to operate at Clearwater and Tarpon Springs, as well as in St. Petersburg where it then had 204 subscribers.

With telephones, electric lights and a trolley line, to say nothing of an "electric pier," St. Petersburg began to take on a metropolitan appearance. But it still had a long way to go before it could be called a real city.

CHAPTER 7

THE INFANT TOWN GROWS UP

WHEN PETER DEMENS BUILT the Orange Belt Railway, connecting the St. Johns River with the Gulf of Mexico, he had visions of St. Petersburg's becoming a commercial port of international importance. "The biggest ocean steamships can get to our wharves there," Demens wrote to H. O. Armour, "while Tampa, which has all the business at present, has only about five feet of water for about eight miles and has to lighten every craft that comes to her . . . The Gulf business undoubtedly will be coming to us."

So prophesized Demens. But his port city did not materialize. Fate decreed otherwise. Instead of ships coming to St. Petersburg from the islands of the Caribbean, and from Central and South America, winter visitors came to St. Petersburg from all parts of the North and, in time, St. Petersburg became a foremost winter home of the nation—and internationally known as a winter playground.

The Armour syndicate which took over the Orange Belt from Demens did nothing to develop St. Petersburg either as a port or as an industrial city. The financiers had been forced by circumstances to invest far more heavily in the railroad than they had originally intended and they had no desire "to throw good money after bad." So, to all intents and purposes, they washed their hands of St. Petersburg and left it to its fate.

In the early winter of 1895, the syndicate leased the Orange Belt Railway to the Plant System, controlled by Henry B. Plant, for two decades the railroad king of the Florida West Coast. Plant's main interest was in Tampa and he had no desire to see St. Petersburg interfere in any way with Tampa's development as a port or as an industrial city. He was often accused, in fact, of doing everything he could to retard St. Petersburg.

Had Plant so desired, he undoubtedly could have used his financial power and influence to develop St. Petersburg as an industrial city. For instance, he might have succeeded in having the cigar industry centered in St. Petersburg instead of in Tampa—and St. Petersburg today might have an Ybor City. Be that as it may, the fact remains that Plant brought no industries to St. Petersburg and helped in no way to develop it as a port. As a result, St. Petersburg was left to grow as Fate perhaps

intended from the very beginning that it should grow—as a winter home for the nation. For such growth, St. Petersburg had everything in its favor.

To begin with, St. Petersburg was blessed with a superb climate. As stated in the preceding chapter, Dr. Van Bibber's recommendation regarding the establishment of a "Health City" on the Point received wide attention and caused many persons to come to St. Petersburg for the first time. When they arrived, they found that Pinellas Peninsula was everything the Baltimore physician had said it was—and then some. As a result, they boosted St. Petersburg far and wide.

Those early winter visitors discovered that St. Petersburg had attractions other than climate. For instance, they found that the fishing in the waters of Tampa Bay and the Gulf of Mexico, with all their adjoining bays and bayous, offered thrills which could be found in few other places. The anglers could always be sure of good catches and good sport. It was nothing unusual for a fisherman to get several hundred mackerel or trout in a few hours—as fast as they could be hauled in and taken off the line.

St. Petersburg's splendid climate and unexcelled fishing would have helped little in building a city, however, if the winter visitors had not been able to find a place to stay after they got here. Fortunately, St. Petersburg had good hotels from the very beginning. The Detroit was as fine a hotel as could be found at that time in any resort city on the Florida West Coast. Another popular hostelry was the Paxton House, opened in 1890, located on the northwest corner of Central avenue and First street.

In 1893, a small hotel, the Sixth Avenue House, was built "way out in the country," on the northeast corner of Central and Sixth street, by J. D. Bates. On February 28, 1896, Bates sold the Sixth Avenue House to George L. King who remodeled and rebuilt it, adding a third floor and many rooms, and changing its name to the Lakeview House. During the following winter King advertised his hotel in the Strand Magazine in England. W. A. Holshouser says that St. Petersburg people chuckled when a copy of the magazine was received here and they read that King had stated in the ad that "We milk our own milk and lay our own eggs." In 1902, King sold the hotel to William H. Tippetts who changed its name to the Belmont Hotel.

In 1894, another hotel was provided in the waterfront section, on the southwest corner of First and Central. It was the Clarendon, owned by W. E. Van Riper. The building had been moved from Fifth and Central where it had been used for several years as a school. The Clarendon was completely destroyed by fire on December 17, 1899. The fire had started from sparks on the roof and the volunteer fire department had difficulty reaching the flames. And when the firemen finally

climbed to the top of the building and brought up the hose, they found there was no water. The town water plant had just been completed but trouble had developed in the pump and the water was shut off. Claude Pepper, a volunteer, dashed to the water plant to start the boilers again. But by the time he got steam up, the hotel had burned to the ground.

During the late nineties, several other hotels were opened for winter visitors—the Livingston House, the Huntington, and the Chautauqua. The Huntington became one of the city's leading hotels.

Mention must also be made of the famous "floating hotel," built in 1897 by J. H. Forquer, manager of the Detroit Hotel. This was a 16-room house boat intended as sort of a seaside addition to the Detroit, to accommodate guests who wanted to be near the gulf. It was towed to Pass-a-Grille where it was anchored in the quiet water of the bay. During the winter of 1897-98 the Floating Hotel had a good season but disaster fell upon it during the following winter, one of the coldest in the history of Pinellas Peninsula. Many times the temperature dropped close to freezing and on several memorable occasions, snow flakes fluttered in the air. In such weather, no one wanted to live in an airy floating hotel on the open water and Forquer did not make enough money from guests to pay his cook. Late in the spring, the novel hostelry burned to the water's edge—and old timers report that Forquer did not bemoan the disaster. Considering the fact that the hotel was insured, Forquer's lack of grief is understandable.



The Floating Hotel, owned by J. H. Forquer, at anchor at Pass-a-Grille.

In addition to the hotels, many large rooming houses were opened in St. Petersburg during the late nineties. Among those whose names are remembered were the Overholt House and the Lore House. Because of their homey atmosphere, many winter visitors preferred to live in them rather than in hotels.

A large percentage of the visitors who spent their first winter in a hotel or rooming house returned the next season and bought or rented homes. The friendliness and hospitality of the town appealed to them as much as the climate, the fishing, the fine bathing, or any of the other attractions. They had discovered that St. Petersburg was an ideal place in which to live, not merely for a few weeks but during the whole winter and, for that matter, throughout the entire year. More and more rapidly St. Petersburg's fame as a year-'round paradise began to spread.

The growth of St. Petersburg as a tourist town was accelerated by the Spanish-American War. Tampa was then the principal embarkation point for troops which were sent to Cuba. Many of the soldiers visited St. Petersburg before they were shipped out. They liked the town and after the war was over many came here to live. Others talked about St. Petersburg back North and the town got much free advertising.

St. Petersburg Becomes a "Good Town."

Few of the winter visitors who came to St. Petersburg in the early days cared for night life, or carousing, or gambling. They were temperate, home-loving people who went to church regularly back North and intended to do the same while in St. Petersburg. As a result, churches were built in which they could worship and, when that was not done, the newcomers built churches themselves.

A year before St. Petersburg was founded, Episcopalians who lived in and near Disston City established a church, St. Bartholomew's, on Lakeview avenue. This was the first church on lower Pinellas Peninsula. Methodists held services in the Disston City school house.

After St. Petersburg came into existence, other denominations began organizing. Within less than six months after the arrival of the first train, the Congregationalists began holding services in a railroad car near Ninth street. A few months later they built a church. By the turn of the century, other churches had been established by the Presbyterians, Methodists, Baptists, Episcopalians, Christians and Christian Scientists.

In truth, St. Petersburg had become a city of churches. The effect upon St. Petersburg was profound. It became a "good town" in the best meaning of the term. Vice was not tolerated. No gambling joints were permitted to operate. Red light districts never were allowed to open. A close watch always was kept on saloons. Consequently, St. Petersburg

became an ideal place for the rearing of children—a city with a better environment could be found nowhere.

To provide for the children, St. Petersburg early turned its attention to public schools. The first school session was held in a little one-roomed building erected late in the summer of 1888 by the people of the town. It was located between Ninth and Tenth streets near the present Central avenue. Twenty-nine pupils were enrolled in the first class. By the winter of 1891-92, the enrollment had reached fifty and larger quarters were needed. A three-room building at Eighth street and the railroad tracks was secured. Work in this building was not satisfactory because of its unsuitable location. Said Teacher Jacob Keagy: "Confusion created by the distracting noises of trains, lumber cars and novelty works so near the school room, renders teaching almost an impossibility."

Confronted by this situation, the people of St. Petersburg authorized the town's first bond issue on July 18, 1893, by a vote of 39 to 1. It was for \$7,000. One half of the bonds were taken by Col. L. Y. Jenness, manager of the St. Petersburg Land & Improvement Co. The rest of the issue was taken by other citizens. The school erected with this money was the wooden frame building which stood for many years at Fifth street and Second avenue north. It was then known as the Grade School.



Looking southwestward from Fourth and Central in 1907. The Strowger building is at the left. On the opposite side of Fourth, from left to right, the buildings are those of The Independent, the Grace Baptist Church, a rooming house, and the Central National Bank.

It included a library and assembly hall and seven classrooms. In this building, the children of St. Petersburg were educated—and well educated—for nearly a decade. Then, when the need arose, new and larger schools were built.

St. Petersburg was a "good town" in its formative days but it never was a "goody-goody town." People took time off from their daily chores to enjoy themselves. During the long summer months, picnics on the beaches were common events. Every week some group or other held a lawn fete, entertainment or dance. Minstrel shows were given by home town talent in Armistead's Opera House on the south side of Central between Second and Third. And when traveling troupes came to town and gave the latest plays in the opera house, every seat was taken.

The first orchestra in town was organized in 1891 by Professor John Libby. Members were T. A. Whitted, Charlie Lee, Will Thornton, Milt Longstrath, Louis King, May King, John Goodnough and Tracy Lewis. When the orchestra disbanded in 1894, Whitted and A. C. Pheil organized the St. Petersburg Band. For some time the band practiced at the Whitted home on Eleventh street and Baum avenue but the neighbors finally objected to the noise. The band then moved to the end of the railroad pier and the music, wafted in over the water, kept the whole town awake. After a while, however the band began to play really good music and many concerts were given in the park. A bandstand, erected in 1895, was paid for by the women who sold refreshments at entertainments.

During the early Nineties, lodges began to organize. The Odd Fellows had the honor of establishing the first lodge in the town. They organized July 8, 1892, with nine charter members: T. F. Thomas, E. W. Blake, W. S. Carr, Joseph H. Williams, Gustave Schultz, George L. King, George W. Anderson, Jacob Baum, and B. F. Livingston, and nine initiates: Jacob M. Lassiter, Edwin Thrall, T. A. Whitted, Edward Durant, John M. McDearmid, W. W. Lighton, T. W. Clark, P. A. Washington, and John C. Williams. The charter for the lodge, Orange Lodge No. 35, was received May 6, 1893.

The Odd Fellows held their meetings in a small, frame building on Ninth street at the corner of the railroad tracks. A few years later the building was moved "downtown" to the south side of Central between First and Second streets.

The Free and Accepted Order of Masons, Lodge No. 139, was organized November 6, 1893 and was granted its charter on January 17, 1894. The lodge had nine charter members: Walter W. Coleman, H. W. Hibbs, J. C. Williams, George W. Kennedy, Robert Johnson, J. C. Blocker, James Henry, George L. King and John T. Blackburn. For a number of years the Masons met in the I. O. O. F. hall.

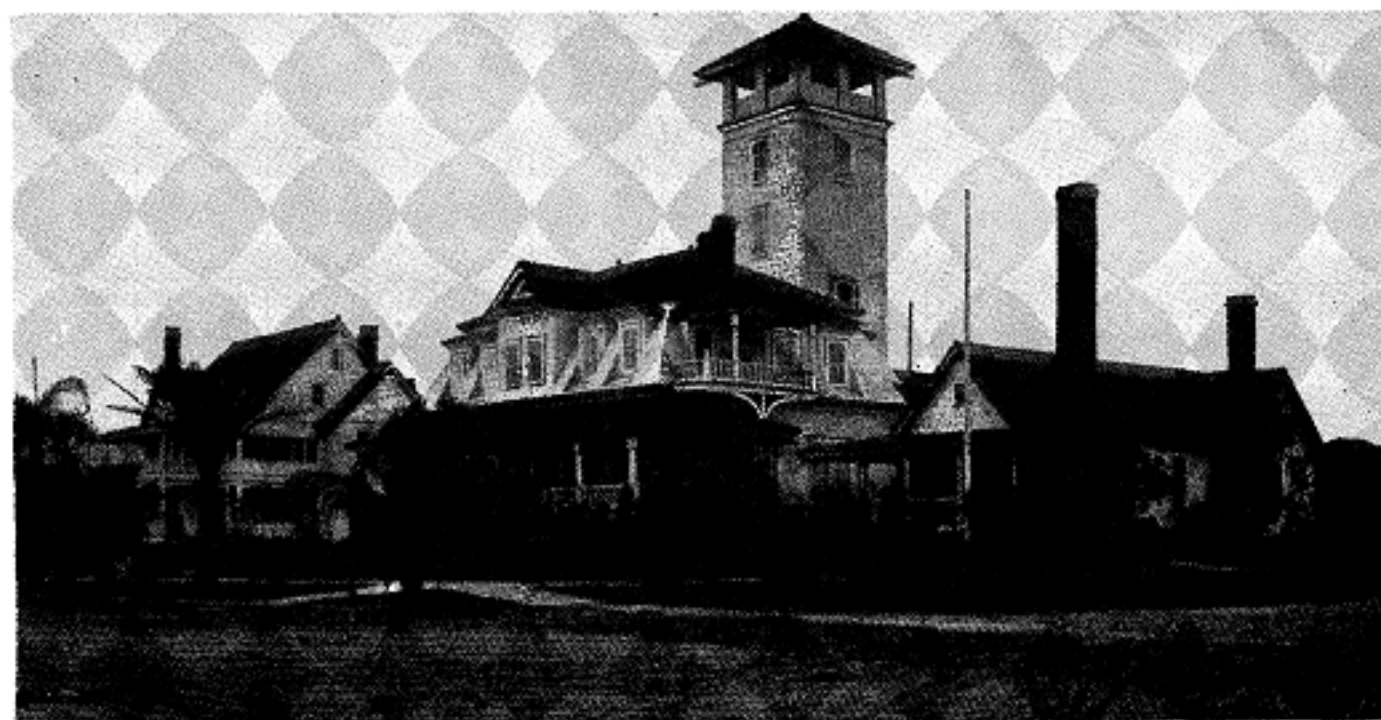
At The Turn of the Century

By the turn of the century, the pattern for present-day St. Petersburg had almost been cut. Let's use a historian's telescope and look back and see what St Petersburg had in 1900:

The federal census of 1900 showed that St. Petersburg then had a population of 1,575, a gain of 600 per cent over the census figures of 1890. A remarkable increase for a town practically devoid of industries. True enough, it had a fishing industry which employed or bought fish from approximately 200 men. However, comparatively few of the fishermen lived within the town limits of St. Petersburg. Most of them had their homes close to their favorite fishing grounds, on the bayous, around Pinellas Point or on the keys. The fishing industry was important, not so much because it employed a few St. Petersburg people, but because it brought thousands of dollars every week to the peninsula which were spent by the fishermen in St. Petersburg stores.

In 1900, large quantities of lumber cut from forests in the interior of the state were being shipped out of St Petersburg on schooners. But these shipments meant little to the town—it merely was a case of transferring the lumber from the railroad cars to the ships, and only a handful of men were employed in the operation.

An industry which held great promise in 1900 was the growing of pineapples. The industry had been started in 1896 by Syd N. Perkins who, financed by A. F. Bartlett, had put out two acres in pineapple



The tower on this home, built by E. H. Tomlinson in 1900, was originally 137 feet high—higher than any building now in St. Petersburg. It was built for use by Marconi, inventor of wireless. Lightning struck it soon after it was finished and two-thirds of it was damaged so badly that it had to be torn down.

plants. It was reported that the first year's crop in fruit and suckers netted \$10,000 after the cost of the sheds had been paid for. The phenomenal success of Perkins and Bartlett led others to plant pineapples. All specialized in the growing of "Porto Ricos", weighing on the average of ten pounds each and many as much as twenty pounds and more. By 1900 nearly a score of growers were engaged in pineapple culture, including J. C. Heard, C. W. Butler, D. Ferdon, A. A. Thomas, William Sumner, A. C. Sill, Peter and E. H. Tomlinson, David Moffett, J. D. Bell, O. D. Robinson, Dr. G. W. Kennedy, C. W. Springstead, L. Brew and F. W. Ramm.

For a time, the growers made big profits and by the summer of 1901, an average of 200 crates were being shipped daily, netting the growers from \$2,000 to \$5,000 an acre. Everyone was confident that the growing of pineapples in Florida soon would rival the citrus industry in importance. But it did not. The industry died out almost as quickly as it had sprung up. By 1905, little was heard of it. The growers said they no longer could compete with Cuba and Puerto Rico, from which pineapples came in duty-free after the islands had been freed from Spain. A crate of pineapples could be shipped by boat from Havana to New York for 75 cents, while it cost growers here \$1.50 to ship a crate to the same destination. Then the railroad increased the rate to \$2 a crate—and the industry died.

The Main Industry—Tourists

By 1900 it had become obvious to almost everyone in St. Petersburg that the principal industry of the city for a long time to come undoubtedly would be catering to the needs of the winter visitors—supplying them with food, clothing, furnishings for their homes; providing living quarters for them; selling them property on which new homes could be built, and so on and on. To supply those needs, more stores were opened every year—stores which sold every line of goods. Doctors and dentists came to the town, and attorneys, and craftsmen of all kinds. Also, real estate men and contractors.

During the summer of 1900, a building boom started in St. Petersburg. Over 130 buildings costing over \$130,000 were built in one year. Judged by present-day standards, the \$130,000 building program seems insignificant. But in those days, building materials cost only a small fraction of what they cost at present and the wages paid building craftsmen were extremely low. Carpenters, for instance, were paid \$1.75 for a day's work—and they worked ten hours. Brick layers and plasterers were getting \$2 a day, also for ten hours' work. Other craftsmen were paid approximately the same. A finely-appointed residence could be built for \$1,000.

An outstanding home built during 1900-01 was that of E. H. Tomlinson on the southwest corner of Fourth street and Second avenue south. A feature of the home was a tower 137 feet high from which a magnificent view could be obtained of the town and Tampa Bay. Tomlinson built the tower for Marconi, the inventor of wireless, who had told him that he wanted to conduct experiments in Florida. But Marconi did not come. The Tomlinson tower was short lived. It was struck by lightning on July 16, 1901, and the upper half was so badly damaged that it had to be torn down.

Tomlinson also gave St. Petersburg its Fountain of Youth, an artesian well which he had drilled at the waterfront at the foot of Fourth avenue south. The water contained a large amount of sulphur and could be smelled a block away. Many people still go there daily with jugs and bottles to get some of the vigor-restoring liquid. East of the Fountain of Youth, Tomlinson built a pier out into Tampa Bay and at its end he had constructed a small cottage where he and his father spent their leisure time.

A good idea of who was who among St. Petersburg's business and professional men about the turn of the century was furnished by an issue of the St. Petersburg Times dated May 4, 1901, after a drive had been made by Editor W. L. Straub to get advertisers for his paper. Professional cards were carried by Dr. John B. Abercrombie, Attorney F. M. Simonton, Dr. J. G. Gilmer, Attorney E. H. Myers, Dr. Thomas E. James, Notary Public Grant J. Aikin, and Dr. Thomas P. Welch. Display advertisements were carried by Wm. A. Holshouser, druggist and stationer; St. Petersburg Dairy, J. C. Blocker, prop.; the A. P. Avery Real Estate Co., J. C. Williams Clothing Store; Sims Brothers Grocery Store; Surrency & Smith, general store; Williams & Miller, general store; City



Williams Park as it looked in 1904.

Drug Store; A. T. Blocker Livery Stable; Palace Fruit Store; St. Petersburg State Bank; W. H. Schultz, cobbler; Robert L. Medlin, embalmer and funeral director; St. Petersburg Livery Stable, J. W. Booth, prop.; St. Petersburg Furniture Co.; St. Petersburg Cash Store, owned by Harrison Brothers; C. J. Barry, dry goods, notions, gents' furnishings and shoes; H. P. Bussey, funeral director, and George B. Haines, jeweler.

Bussey was St. Petersburg's first funeral director. He had opened a funeral home in 1895 in a small building on the south side of Central between Third and Fourth. His horse-drawn hearse was an ornate affair then considered the last word in elegance. Old timers used to say: "Almost anyone would enjoy being taken to the cemetery to be buried in a hearse like that." Maybe so. S. D. Harris took over Bussey's funeral home in 1908.

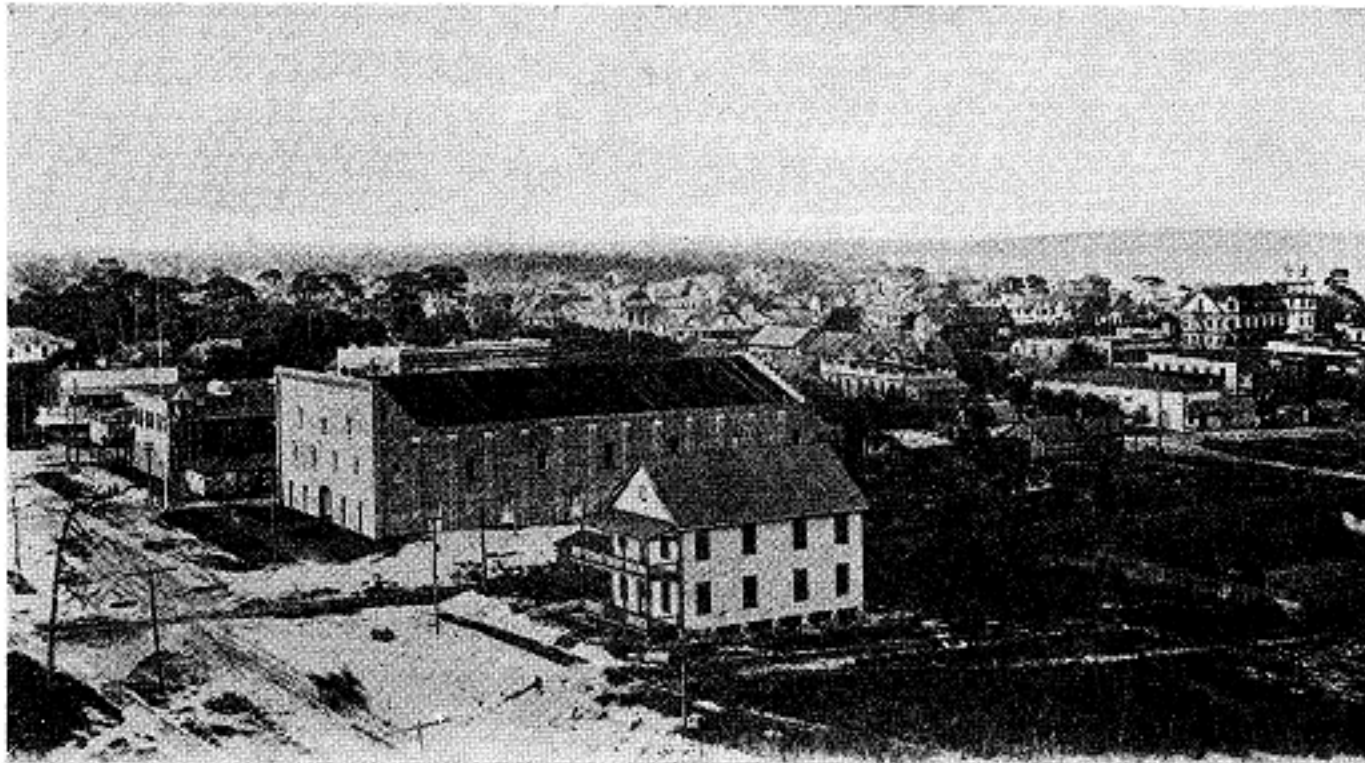
George B. Haines was St. Petersburg's pioneer jeweler, having opened a store at Fourth and Central when there were less than 300 inhabitants in the entire town. But he stocked an unusually high grade of jewelry and did a good business with wealthy winter visitors. Haines was one of St. Petersburg's earliest and strongest good roads advocates, and owned one of the town's first automobiles. In 1898, Haines built a little two-story wooden building on the northwest corner of Third and Central and conducted his business there for many years, living with his wife in the upstairs rooms. Their living quarters had a porch on the Central side. When the present Haines Building was erected in 1922 for the Willson-Chase Co., after the death of Haines, Mrs. Haines insisted that her old living quarters be duplicated exactly, room for room, in the new building and that a porch should be provided the same as before. The porch was not removed until after Mrs. Haines' death in 1941. Her apartment was remodeled into display rooms.

St. Petersburg suffered a severe blow on August 9, 1902, when the St. Petersburg State Bank, organized in 1893, failed to open its doors. Residents of the town had \$51,000 in deposits in the bank at the time and that amount represented a large part of the town's wealth. St. Petersburg was stunned. There was talk of a lynching. Mass meetings were held; a shotgun patrol was organized; the bank vaults were guarded. It turned out, however, that this last was unnecessary. When the president, John A. Bishop, returned from Tampa, where he had been when the collapse came, it was learned that the bank vaults were empty. John Trice, president of the Citizens Bank of Tampa, was named receiver and a fight was started to get back the depositors' money. However, the bank had become heavily involved in the affairs of a Pasco county phosphate company which had collapsed, and the bank's money was tied up. The case was juggled around in the courts for years and it was not until 1914 that the depositors received their last payments and they did not total more than twenty-five cents on the dollar.

Following the closing of the State Bank, the need for another, stronger bank became apparent and on October 3, 1902, the West Coast Bank of Florida was organized with \$25,000 capital. John Trice, receiver of the closed bank, was elected president. Local men took \$8,000 worth of the stock. A lot on the southeast corner of Central and Second was purchased and a three-story brick building erected as a bank home. The bank was opened February 9, 1903, and the deposits on the first day amounted to \$23,600. On July 5, 1905, the West Coast Bank changed its name to the First National Bank.

St. Petersburg Becomes a City

Despite the collapse of the State Bank, and the resultant loss of depositors' money, St. Petersburg continued to grow. And as it grew, residents began making stronger and stronger demands on the town council for public improvements—paved streets, sidewalks, sewers, waterfront improvements, and so on. However, St. Petersburg was still operating under a town charter and its ability to issue bonds was extremely limited. Mayor George Edwards and the town council, acting secretly to forestall opposition, took the necessary steps to have St. Petersburg incorporated as a city. No intimation of the plans or any details about the proposed city charter were divulged to the public until after the State Legislature had acted favorably.



Downtown St. Petersburg as it looked in 1901 from the top of Tomlinson's Tower, at Fourth street and Second avenue south, looking northeastward. The long building is the Manual Training Annex, built by E. H. Tomlinson. For many years it has been used by the Chamber of Commerce. The two-story building in the center is the G.A.R. Hall.

Said the Times, in the issue of June 6, 1903: "St. Petersburg's new city charter has been passed by both houses of the Legislature and signed by the governor. This would call for a column editorial, but the fact is, the Times, like everyone else but the town council, doesn't know anything about the new charter."

As soon as the new charter became effective, the council on June 18 issued \$23,000 worth of bonds, \$13,000 to pay all floating indebtedness of the waterworks and \$10,000 for duplicating the waterworks plant and to extend the system. By this move, the council succeeded in paying for the waterwork plant and system which had been authorized in 1899 and for which Mayor Edgar Harrison and members of the town council had signed notes to get the needed money, after the bond issue had been attacked in the courts.

This action of the council aroused a storm of protest from the town's conservatives. However, Mayor Edwards and the councilmen were unmoved and they proceeded on July 2, 1903, to authorize \$10,000 more bonds for the paving of Central avenue and also "such residential streets as could be paved with the money remaining." But after authorizing the issue, the council delayed in selling the bonds and starting work, due to controversies regarding which sections of Central avenue should be paved. The ordinance stipulated that it should be paved from Second to Fifth streets but several councilmen contended that the pavement should be laid only from Third to Fifth so there would be some money left over for residential streets.

The battle raged all fall and winter and became a major issue in the campaign of 1904. Mayor Edwards declined to run for re-election and R. H. Thomas, an advocate of the shorter pavement for Central, was elected mayor, due largely to the fact that the opposition was split by having two candidates, J. A. Armistead and B. C. Williams. The councilmen elected were: A. T. Blocker, T. J. Northrup, A. C. Pheil, T. R. Chapman, F. E. Cole and C. P. Goodwin. All were advocates of the longer pavement. With Mayor Thomas on one side and the council on the other, the paving issue was tossed around for months. Central avenue was finally paved between Second and Fifth streets just as the council had originally proposed.

A New Era Dawns

The paving of Central and the extension of the water system symbolized the dawn of a new era in St. Petersburg—an era during which the city progressives who wanted improvements consistently won out over the conservatives who resisted anything and everything which might result in higher taxes, even though they were the ones who stood to profit most should the city grow and real estate values climb.

The new era of spend-for-improvements was accompanied by—perhaps caused by—an awakened interest in real estate. More and more people, home folks and winter visitors alike, started buying business and residential lots. Some bought to obtain sites to build; others bought for investment. But regardless of the reasons for buying—they bought, and real estate values climbed. Lots which had gone begging a few years before when priced at a few hundred dollars or less now sold rapidly at greatly increased prices.

With the increased demand for properties came the birth of real estate developments—real developments, not merely sub-dividing. St. Petersburg's first true developer was C. Perry Snell, a native of Bowling Green, Ky., who came to St. Petersburg in 1904. It was Snell who recognized the possibilities of the North Shore section. While others scoffed at the land so close to the water's edge, covered with mangroves or swampy, Snell figured out a way of lifting it above the water level by dredging and making it a beauty spot. His North Shore activities started in 1905 when he organized the Bay Shore Land Co., with F. A. Wood, A. E. Hoxie and A. C. Clewis. The Bay Shore and Bay Front subdivisions were the result. Both were located on Tampa Bay, extending from Fifth to Thirteenth avenues north.

The Bay Shore subdivision was put on the market in January, 1906, and three days later Snell announced that twenty-two lots had been



St. Petersburg's first open air post office, in the Tomlinson Building on the northeast corner of Fourth and Central where the First Federal Building now stands. The Ansonia Hotel was on the building's second floor. The picture was taken in 1907.

sold. The list of purchasers included some of the best known families in St. Petersburg.

While Snell was successfully developing and selling North Shore property, the Florida West Coast Co., a Davis company, was having less success in the sale of town lots and small farm tracts at Veteran City, located on the site of the ill-fated Disston City. Working in conjunction with the Davis company in the town-founding scheme was Capt. J. F. Chase, a Civil War veteran. As the name implied, Veteran City was designed to be a place where veterans of the Civil War could spend their last days, raising most of the food they needed on small farms in the land of palms and sunshine. The "city" was dedicated with impressive ceremonies on April 5, 1905. Special cars were run to the city-to-be by the St. Petersburg & Gulf Electric Railway. But in spite of the auspicious beginning, Veteran City never prospered. In fact, it never even started. A few veterans came and looked it over and then departed. Today none but a few old residents know such a place ever existed.

Veteran City was the only real estate "flop" of the 1905-06 period. More homes and business places were built than at any previous time in the city's history. People who had bought a few years before at the prevailing low prices found their properties worth two to four times more than they had been before. Many owners sold and made handsome profits. Everyone was optimistic.

With money jingling in their pockets, and with high hopes for the future inspiring them to action, St. Petersburg boosters decided that it might be profitable for them to contribute something to advertise the city, and thereby increase the golden flood pouring into St. Petersburg. The prevailing optimism enabled the dormant Board of Trade to come to life again and it also enabled the board's advertising committee to raise a \$2,000 advertising fund. The magnitude of this feat can be appreciated only when it is realized that the largest amount ever raised before by the board or the Chamber of Commerce, was \$125, in 1902.

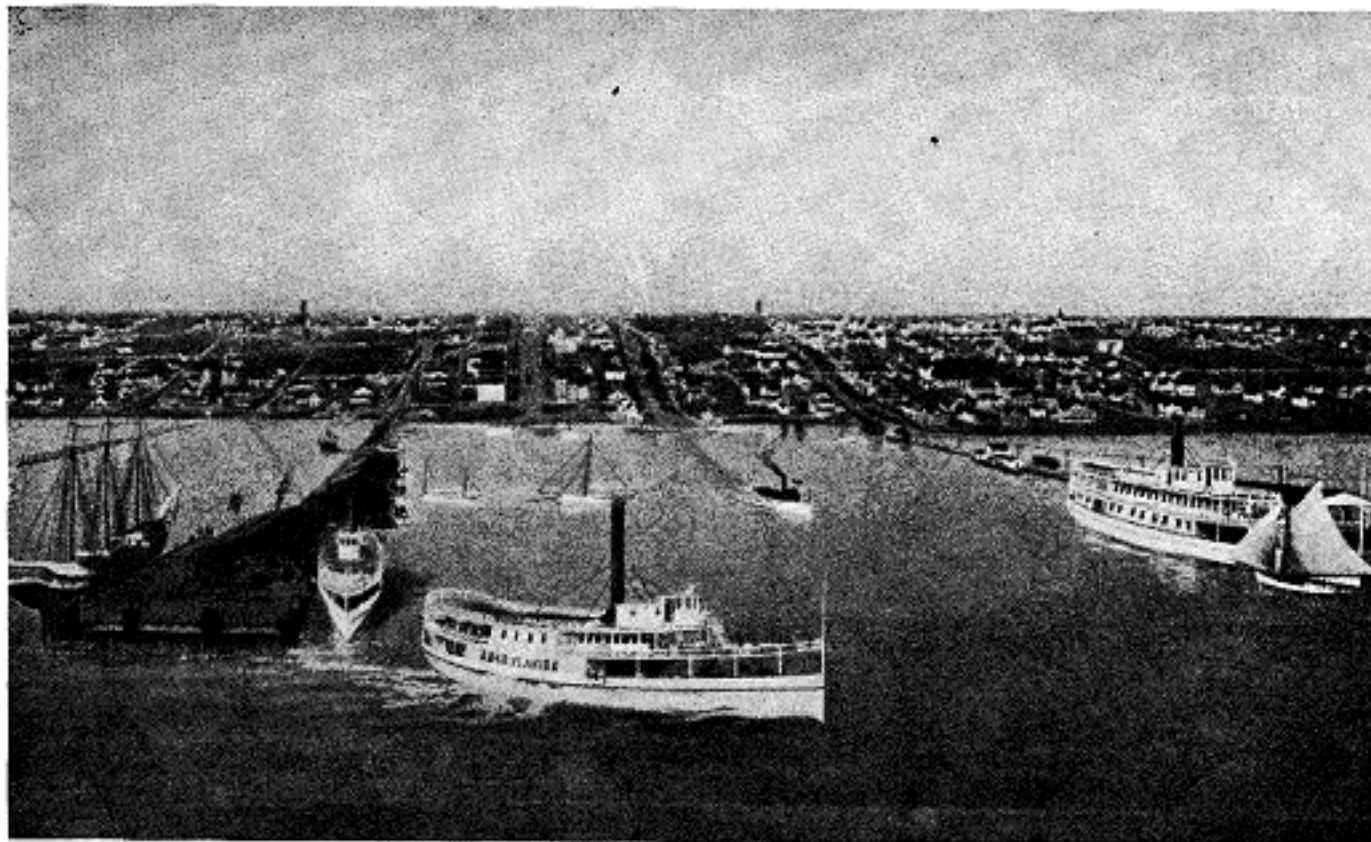
A City Built By Advertising

Four years before St. Petersburg came into existence, advertisements were carried in northern newspapers and in periodicals published in England which benefited the St. Petersburg that was to be.

The advertisements were paid for by the company which Hamilton Disston organized to promote his dream town of Disston City, located on the present site of Gulfport. The advertising campaign cost many thousands of dollars. It helped immeasurably in putting Pinellas Peninsula on the map and also attracted scores of settlers to this section. When the Orange Belt Railway passed Disston City by, and that village began to fade from the picture, many of the newcomers moved to the newly founded St. Petersburg and helped in its development.

The Orange Belt Railway gave St. Petersburg its first direct advertising. During the summer of 1889 the railroad began running excursions and, as might have been expected, it advertised the attractions of St. Petersburg rather than some intermediate point along the line. The Orange Belt Investment Co. owned half the townsite of St. Petersburg and it naturally wanted to boost the infant town as much as possible, to promote the sale of lots.

Col. L. Y. Jenness, St. Petersburg representative of the Orange Belt Investment Co., did everything he could to make sure that the excursionists would get a good impression of the embryo town. He gave orders to E. G. Peyton, manager of the Detroit Hotel, which his company owned, to put in an extra supply of "refreshments" for the bar. And he told the manager of the railroad's bathing pavilion, on the pier, to lay in an extra supply of towels so that everyone who went in swimming could get dried off after their dips. Jenness also encouraged the women of the town to help feed the hungry excursionists. The women responded nobly. They brought great baskets of food and wash boilers of coffee to the railroad's warehouse on Second street, across from the depot, and when the crowded train came in, meals were served. Incidentally, the women collected \$108 from the excursionists—the money was used later to pay for the town's first wooden sidewalk.



All the ships shown above docked at St. Petersburg in 1907 as Artist W. L. Straub portrayed in his painting. But seldom, if ever, did all the ships come in at once. The steamer in the foreground is the H. B. Plant and, at the right, the Favorite.

All in all, the excursionists were entertained royally and when they left, they carried away a good impression of tiny St. Petersburg. By word of mouth, they advertised the town they had seen. They told about its fine fishing, its superb climate, its excellent hotel, its commodious bathing pavilion, its wide streets, and its hospitality. Because of this word-of-mouth advertising, the Orange Belt thereafter had little trouble packing its train whenever an excursion was held.

The Orange Belt Investment Co., and its successor, the St. Petersburg Land & Development Co., owned large tracts of land on Pinellas Peninsula in addition to half the St. Petersburg town site. To get settlers for its farm lands, the company advertised extensively in northern newspapers. It also printed folders describing the peninsula in general and, in particular, the lands it had for sale. Scores of newcomers came here as a result of this advertising.

Valuable as this advertising was, it did not compare in any way with the advertising St. Petersburg got through F. A. Davis, the greatest booster the Sunshine City ever had.

From 1897 to 1906, Davis paid for practically all the advertising St. Petersburg got. He reprinted Dr. Van Bibber's report on the proposed "Health City" and distributed thousands of copies. He also published the "Florida Magazine", devoted almost exclusively to St. Petersburg. The magazine represented a heavy and a constant loss but was believed justified by the interest it created. In his "Medical Bulletin," a periodical bought by thousands of physicians throughout the country, Davis printed scores of articles about St. Petersburg. Hardly an issue appeared without some mention of the town. In 1901, he printed a 104-page booklet entitled "Progress and Possibilities of St. Petersburg" which he distributed widely. Davis' publishing house also printed an eight-page paper called "St. Petersburg, the Queen City of Pinellas." Because of Davis, most of the physicians throughout the country learned of St. Petersburg. Many of them sent their patients here and not a few came to live themselves. It is impossible to estimate how many persons became residents of St. Petersburg as a result of doctors' suggestions but certainly the total must be high. To list them all probably would be like printing half the names in the city directory.

Credit for the influx of winter visitors during the first decade and a half of St. Petersburg's existence certainly cannot be claimed by any group of St. Petersburg people. All the advertising the city got was paid for by outsiders who owned property in this locality but who lived elsewhere. The first Chamber of Commerce, organized in 1899, was ineffectual. This was indicated by an editorial in the St. Petersburg Times on April 19, 1902. Referring to a revival of activities in the Tampa Board of Trade, the Times said: "St. Petersburg needs such a revival and

needs it badly. We do not believe our Chamber of Commerce is dead, but it is so near to it that a stranger could hardly tell the difference."

Perhaps as a result of this criticism, the Chamber of Commerce was reorganized in June, 1902, and the members pledged themselves to pay \$125 for the publishing of 10,000 booklets to advertise the town. Davis' publishing company agreed to print the booklets at cost and to furnish the cuts. Records of the Davis company show that, even though the booklets were done at cost, they were not paid for until years later.

After ordering the 10,000 booklets, and then neglecting to pay the bill, members of the Chamber proceeded to forget about advertising for nearly three years. Lamented the Times, February 5, 1905: "If St. Petersburg only had a Chamber of Commerce, or some such body—and the lack of one is a disgrace to the city—what a lot it could accomplish for the upbuilding of the city!"

The spurt in real estate during the winter of 1905-06 finally convinced a newly organized Board of Trade that it might be profitable to part with a little money for advertising purposes and thereby bring even more prosperity to St. Petersburg. At a meeting on March 15, 1906, the Board of Trade came to life and elected aggressive men as officers, as follows: Judge J. D. Bell, president; C. A. Harvey, first vice-president; Roy S. Hanna, second vice-president; T. A. Chancellor, treasurer and Dr. A. B. Davis, secretary.

The election of the new officers injected new life into the organization. In less than a month the officers decided to launch a campaign



This is the way St. Petersburg's waterfront looked in 1900. The photograph was taken at about Ninth avenue north, looking south. The smokestacks are those of the electric light plant at the foot of Central avenue.

to raise \$2,000 by popular subscription. And, wonder of wonders, the fund was over-subscribed within three weeks!

It would be fine if it could be said that the \$2,000 worth of advertising, bought with the \$2,000 subscribed, brought such fine results that everyone was convinced that advertising paid, and that, thereafter, everyone contributed regularly to advertising funds. But that was not the case. The advertising brought results, undoubtedly, but years were to pass before another fund was raised for advertising purposes. Nevertheless, St. Petersburg continued to get plenty of advertising from F. A. Davis and his companies, and an incalculable amount of word-of-mouth advertising from winter visitors who found St. Petersburg to their liking.

Horseless Carriages Come to Town

A strange contraption detonated down Central avenue one sunshiny day in November, 1905. At first glance, it looked just like an ordinary carriage. But no horse was pulling it—and it moved regardless. All of six miles an hour. The noise it made was truly frightening. People came running from the stores to see what was exploding and teams of horses, tied up at hitching posts along the streets, reared up on their hind legs and snorted in fear.

The contraption was "The Orient"—a buggy with an engine in the back. It was a weird creation but it ran, all by itself, and attracted no end of attention because it was the first "horseless carriage" ever driven on St. Petersburg streets. The owner was Edwin H. Tomlinson.

People laughed at Tomlinson for fooling around with such a crazy vehicle. Why, he couldn't go two blocks without getting stuck in the sand! And then he'd have to find some one to push him out and start him going again. Shucks, why didn't he stick to his dependable horse and buggy and be sure of getting to places he wanted to go?

But the devil wagons had come to stay. In no time at all, it seemed, the streets began to "swarm" with autos. Dr. A. B. Davis, of Philadelphia, brought in a Franklin, guaranteed to go all of twenty miles an hour. Al Fisher got a Jackson and George Presstman a swanky, low-slung American. Willis Powell, then owner of the Independent, brought in the first Cadillac and Horace Williams bought an E. M. F.

Ed. T. Lewis brought in the first four-cylinder car. Lewis parked the car on Central in front of his store. He threw back the hood and started the engine running. Crowds immediately gathered to watch the mechanism work. The car was a seven-day wonder.

Lewis was St. Petersburg's first speed demon. On several occasions he raced down Central avenue at twenty miles an hour. Had he not been such an influential man, he undoubtedly would have been arrested and thrown in jail. His only rival so far as speed was concerned was George

B. Haines, the proud owner of a Haynes. One day they had a race to Tampa and made it in the incredible time of seven hours.

This was truly fast time in those days because good roads were non-existent. The only roads motorists had were actually nothing but trails which zigzagged through the pine woods and around swamps and swales. In places, the sand was deep and in other places the wheels sank hub deep in mud. During the rainy season the trails were almost impassable for months at a time.

In January, 1907, a party of motorists, including Dr. and Mrs. A. B. Davis, Mr and Mrs. Noel A. Mitchell and James McCord, left Tampa for St. Petersburg. They were three and one-half days on the road. They had to go many miles out of their way to avoid a broken-down bridge and had to make another long detour to avoid a forest fire. They were stuck in the sand innumerable times and the tires were punctured eleven times when the car ran over jagged pine tree stumps, concealed in the weeds. When they arrived in Clearwater, they found that gasoline was not for sale there and they had to wait five hours for a supply to be brought from Belleair.

Despite the bad roads and the hazards of motoring, the number of autos in St. Petersburg steadily increased. By the end of 1908, there were 22 in operation—that is, when they were not laid up for repairs.



Noel A. Mitchell was one of the best promoters St. Petersburg ever had. In 1908 he promoted interest in tarpon fishing by hanging some big fellows in front of his office at Fourth and Central.

The first person arrested in St. Petersburg for speeding was Mott Williams. He was charged with racing up Central avenue at eighteen miles an hour, ten miles faster than the law permitted. He had been warned several times before about such recklessness, so he was fined \$100. The first filling station in town was opened by the Harrison Brothers Hardware Store; the first regular garage was opened by F. W. Ramm & Son. The first car which had an engine in the front, like modern cars, was Al Fisher's Jackson—he was told that the weight of the engine would make the auto bury its nose deep in the sand—but it ran.

The first tourist who drove to St. Petersburg from the North was A. W. Hicks, who motored here from Detroit in November, 1906. He made the journey in fourteen days. The day of the motor tourist had dawned! The day of linen dusters and goggles; of tow ropes and axes; of arms broken by cranking stubborn motors; of endless hours spent in patching tires. The day when motoring was a real adventure. The day which ushered in a new way of coming to Sunny Florida.

Central Avenue and Davista

Since the beginning of St. Petersburg, Central avenue has been the city's main business thoroughfare. Today it extends clear across the peninsula, then leaps Boca Ciega Bay and goes on to the Gulf of Mexico. With each passing decade, the business section has extended farther and farther westward.

In the early days, property values along Central were low. The first sale recorded was for the southwest corner of Central and Second, sold by Williams to his son, John C. Williams, Jr., August 11, 1888, for \$700. That was the consideration given in the deed but there may have been something "phoney" about it. Perhaps the figure was placed high to boost other prices. Since it was a father-to-son transaction, there may have been no consideration at all. In all events, lot values on Central didn't reach that level until years afterward. Wm. A. Holshouser bought four lots on Central near Fourth in 1896 for \$150 each. W. C. Henry and George Edwards bought choice corner lots in the same years for \$450. Edwards paid only \$50 down—the balance when he could afford to pay it. Henry didn't have to make a down payment at all—he merely had to promise to erect a building on the corner within a year.

Values on Central climbed slowly. In 1895, Capt. J. A. Armistead offered his three-story opera house on the south side of Central between Second and Third for \$6,000, building and all. Store rooms were located on the ground floor, the "opera house" on the second, and lodge rooms on the third. Armistead said he was getting \$750 rent a year from the building. Even so, he could not find a buyer at the \$6,000 price.

Property west of Fifth street, "the end of the business district," was dirt cheap in the old days. It was chiefly a residential section and

good lots could be purchased as late as 1900 for as little as \$200. The business section leaped the Fifth street barrier about 1908. From then on, prices jumped smartly.

Central avenue was not opened up clear through from First to Ninth until 1894. The opened avenue through Ward & Baum's addition was only 50 feet wide, the town fathers having failed to see the need of a wide business street. It was not widened to 100 feet until 1909 when a bond issue of \$8,000 was approved to buy the necessary land. Even then there was considerable opposition to the widening, many believing that a wide thoroughfare would never be needed above Sixth and that the money would be wasted. Had it not been for A. C. Pheil, who fought persistently for the project, it is doubtful whether the project would have been completed until years later.

An idea of the general feeling toward the project was given by the Times in an editorial October 20, 1906: "The widening of Central has been before the people and the council for years. It has never been popular. It is an improvement that would be of little practical benefit to the city at large. But it has been conceded by the people as a friendly consideration to local interests there. The city is pledged to the work and must carry it out."

The extension of Central avenue west of Ninth street to Boca Ciega Bay came as a direct result of the efforts of H. Walter Fuller and his



The "electric pier" as it looked in 1909. The smokestacks of the power plant at the foot of Central avenue are shown at the left.

associates. Fuller conceived the idea of extending Central shortly after he became connected with the Davis companies in 1909. He believed that westward was the logical direction for St. Petersburg to grow, but that the growth would be slow in coming without a bay-to-bay avenue. He tried to interest the people of St. Petersburg in the project but without success. The only backing he could get was from the Philadelphia backers of the F. A. Davis companies—men who had more faith in the future of St. Petersburg than the loudest local boosters.

With the Philadelphia backing, Fuller formed the Johns Pass Realty Co. to acquire the necessary lands. From 1909 to 1912 many large tracts were purchased. One tract of 15,000 acres was purchased from W. W. Whitehurst at less than \$5 an acre. Later, 3,200 acres were purchased from Hamilton Disston for \$16,200. Disston had gotten it from the state in 1882 as part of his 4,000,000-acre deal, at 25 cents an acre. The Jungle, comprising 160 acres, was purchased from John Miller and William B. Henderson, of Tampa, for \$2,500. They had secured the tract 40 years before in settlement of a \$46 grocery bill.

By the end of 1911, the Johns Pass Realty Co. had acquired all the lands needed from Boca Ciega Bay to Sixteenth street. Between Ninth and Sixteenth, the land was divided into small holdings and the owners, foreseeing development, demanded high prices. The Central Land & Title Co. was organized by Fuller and E. V. Pechin to buy it. Within a few months, a half-mile strip in the coveted zone was purchased from fifty owners at a cost of \$175,000, more than all the rest put together.

Early in 1912, Charles R. Hall, who became one of St. Petersburg's most active developers, bought 80 acres in the West Central district from the Johns Pass Realty Co. for \$200 an acre. He started the sale of lots on March 12. His subdivision, called Hall's Subdivision No. 1, included three blocks from Twenty-fifth to Twenty-eighth streets. Another subdivision, closer to town, was sold at auction on March 18, 19 and 20 by the St. Petersburg Investment Co. Before the sale ended, 441 lots were sold for \$115,999.

More West Central subdivisions were put on the market during the next few months by the St. Petersburg Investment Co., Charles R. Hall, C. M. Roser, Noel A. Mitchell and the Central Avenue Heights Co., composed of G. W. Foster, R. H. Sumner, A. S. Paine and E. H. Hines. Mitchell opened the Court House subdivision and offered to give a block to the county providing the county courthouse would be erected there. It wasn't. The courthouse was won by Clearwater.

Many inducements to purchasers were made by the developers to sell the lots. The St. Petersburg Investment Co., for instance, sold on one-third down payments, the balance to be paid in two years, one-quarter every six months. The company guaranteed that unless the sidewalks were down six months after date of purchase, the remaining payments

would be canceled. Similarly, it guaranteed to have Central avenue opened from bay to bay in twelve months and the street car line through in eighteen months. The car line reached Disston avenue on April 2, and Davista (now Pasadena) on April 29, 1913.

Davista, named in honor of F. A. Davis, was put on the market during the winter of 1912-13 by the St. Petersburg Investment Co. Many miles of streets were opened, sidewalks were constructed, and shrubbery planted. It was described in advertisements as "The Gem of all Florida Developments." A number of homes were built. The Sunset Hotel was constructed by Robert W. Griggs; the land on which it was erected was donated by the St. Petersburg Investment Co.

Paving Central avenue with brick was urged by Hall and Mitchell while their subdivision sales were in full swing. They wanted the best—nothing else would satisfy them. After the street car line was in they worked harder than ever. Many said they were foolish—that it would be criminal to spend all that money on a road "through a wilderness." But they persisted and circulated petitions until enough signatures were secured. Financing the project by the city was made possible by the annexation into the city of a strip a half mile wide on each side of Central. After the annexation, the city could issue bonds to pay for the work and the lot owners were able to stretch their payments over five years.



St. Petersburg's youngsters were the center of attraction during this Washington's Birthday celebration in 1906, just as they were each February for nearly twenty years.

The picture was taken on Central near Third, looking east.

Lot owners on Central paid 60 per cent of the cost, on First avenue 25 per cent, and on Second avenue 15 per cent. The contract for the paving between Sixteenth and the bay was let in the fall of 1913 and the work was rushed. On February 15, 1914, the contract for "the missing link" between Ninth and Sixteenth, was awarded. The entire paving job was completed two months later and Central avenue was formally opened on March 23, 1914, with a triumphal procession in which 175 automobiles took part.

Continuance of work on the above-mentioned major developments during the 1909-13 spurt caused all St. Petersburg to become progress minded. Not one bond issue was defeated during that period, regardless of the purpose for which it was intended.

While the spurt lasted, St. Petersburg "came out of the sand"—literally. More than forty miles of business and residential streets were paved. In 1906, when city council had \$10,000 to spend for streets, three blocks of Central were paved with brick while on the residential streets, marl was used. The brick lasted—the marl didn't. As a result, a bitter controversy over which material to use died a natural death, and the number of brick advocates constantly increased.

The value of paved streets was apparent and by 1909 property owners in all parts of town began clamoring for improvements. The result of all this was shown on July 19, 1909, when a \$100,000 bond issue carrying \$67,500 for paving, was approved by a vote of nearly four to one. That date—July 19, 1909—really marks the beginning of St. Petersburg's good road work. From that time on, hardly a bond issue was presented to the voters which did not carry a large amount for improved streets.

In addition to the above issue of \$67,500, a total of \$134,700 was spent for streets before the end of 1913, making a total for the four-year period, \$202,200, as compared with \$28,300 spent during the entire preceding history of the city.

St. Petersburg Has A Boomlet

St. Petersburg got many other improvements besides streets during the 1909-1913 spurt. For instance, \$91,000 worth of bonds were issued for improvements to the water system, as compared to \$35,000 during the twenty preceeding years; \$35,000 was spent on parks, as compared with \$1,800 before, and \$39,000 for sewers, as compared with \$10,000 up to 1909. While the spending boom was on, the voters also approved a \$20,000 bond issue to pay for an incinerator, \$41,800 for Bayboro Harbor, and \$179,000 for the waterfront.

Needless to say, St. Petersburg wouldn't have had its splurge of developments and public improvements had there not been a spurt in real estate during the 1909-13 period.

A brisk market for both residential and business properties developed during the winter of 1908-09. Each winter thereafter for several years the demand for real estate kept increasing. By the winter of 1912-13, the "brisk market" had developed into a boomlet of the super-doooper variety. Not all the lot purchases were made, by any means, in the large developments on the North Shore, at Bayboro, or in the West Central district. Dozens of smaller subdivisions sprung up; here, there and everywhere.

The boomlet was short lived. By the fall of 1913 it had begun to taper off and by mid-winter, subdivision advertising had almost disappeared from the newspapers. This was partly due to the fact that the market for real estate had been temporarily oversold and also to the fact that the country seemed to be headed for another depression. People with money began to be cautious. And then, during the summer of 1914, war started in Europe. Speculation in real estate almost ended. St. Petersburg continued to grow, and grow steadily—but the growth was not of the mushroom variety. It was a sound, healthy growth.

St. Petersburg Becomes The Sunshine City

A quiet, soft-spoken Southerner with a fighting spirit which belied his mild appearance came to St. Petersburg in the fall of 1908 and purchased the Evening Independent.



Traffic congestion was no problem in St. Petersburg in 1908. This is the way Central avenue west of Fourth looked in that year.

The newcomer was Lew B. Brown, a veteran newspaperman of Kentucky. From the time of his arrival until the day he died, Major Brown, as he was affectionately known, fought to make St. Petersburg a finer place in which to live. It was a labor of love. He loved St. Petersburg because of its golden sunshine, its silvery moon in velvet skies, the sparkling sand on snow-white beaches, and the rustling of the wind in the towering palms.

Major Brown expressed his love for St. Petersburg in a poem, two verses of which are particularly beautiful:

Thine air is like some rich old wine that thrills through every vein;
Thy sunshine falls as gently down as some far music's strain;
Thy soft perpetual breezes waft a life-balm rich and rare—
Where all the time is Summer and every day is fair.

Thy rare poinsettia's crimson flame, thy bougain's purple pile,
Thy grand begonia's golden mass, which charm, enchant, beguile;
And roses rare and verdure rich the thought of cold defy—
Where all the time is Summer and the flowers never die.

The achievements of Major Brown were countless. He helped immeasurably in making St. Petersburg the city it is today. But of all his achievements none could have more lasting value than his success in making St. Petersburg known as "The Sunshine City."

He gave St. Petersburg its Sunshine City nickname and he made the name mean something by promising to distribute the home edition of the Independent free to everybody every day the sun did not shine up until time the newspaper went to press.

His announcement of the free paper offer attracted national attention and gave St. Petersburg publicity which the city could not have purchased for hundreds of thousands of dollars. More than that, it emphasized the fact, as nothing else could have done, that St. Petersburg's sunshine is constant, throughout the entire year, during the months when the North is blanketed with snow, and ice, and dismal fogs, as well as during the summer months. The name pounded home the fact that, in St. Petersburg, people who need sunshine to help make them well again can find it—in abundance.

Major Brown's free paper offer was made September 1, 1910, a little more than thirty-seven years ago. During that long span of years, the Independent had been given away only 173 times, up to October 1, 1947, an average of less than five times a year, thereby proving to all the world that St. Petersburg is truly the one and only "Sunshine City" of the nation.

As a result of Major Brown's novel offer, sunshineless days in St. Petersburg have become an asset to the city instead of a misfortune. On

the rare days when the sun is hidden by clouds for hours at a time, winter visitors do not bemoan their fate, and grumble. Instead, when afternoon comes, they actually begin to express hope that the sun will remain hidden, just so they can get free Independents—not so they can save nickels but so they can send the free papers to their homes up North, as conclusive proof of the fact that they are wintering in a town where inclement weather is indeed unusual.

There is no way to calculate the value of St. Petersburg's nickname. But no one disputes the fact that it has been a major factor in the city's growth—that it has served to attract thousands of winter visitors to St. Petersburg. During the winter months, people in the North crave sunshine even more than warmth, and when the time comes for the Sun Worshipers to set forth and seek sunshine, it is only logical that the nickname "Sunshine City" should have an irresistible appeal.

Today, the nickname has become synonymous with St. Petersburg and unquestionably it will endure as long as the city itself.

EVENTS OF THE FORMATIVE YEARS

In every growing town, events move rapidly. Almost every day there is some happening of historical importance. Many of them fit into the running story of the development of the town; others are more or less of a miscellaneous character and must be mentioned separately. Let's check back through the passing years since the turn of the century and see what was going on:

St. Petersburg was a peaceful, law-abiding community in the early days. Even so, the town marshal wasn't taking any chances. Said the Times, July 20, 1901: "Town Marshal Wickwire has devised a rather unique plan for the keeping of the peace. He has purchased a pair of bloodhounds with which he proposes to catch any culprit who flees from justice. These hounds are in training and not a single arrest has been made since their arrival, the criminally inclined evidently being more afraid of the dogs than they are of the law. St. Petersburg is remarkably free of lawbreakers." The Times reported later that the bloodhounds had eaten themselves out of a job—they consumed so much food that the marshal finally got rid of them.

A minstrel benefit for victims of Jacksonville's multi-million dollar fire was held at Armistead's Opera House May 21, 1901. Music was provided by the St. Petersburg

Orchestra. The entertainers included Roy S. Hanna, H. F. Pepper, F. G. Sawrie, Nelson McReynolds, Miss Emily Ainslee, Mrs. R. E. Hendrix, N. Jacobson, Glenn Pepper, Will Meares, and Thomas Maloy. Declared the Times: "It was the most spectacular and entertaining event ever held in St. Petersburg. The joy of the event was dampened only by the grief felt by the audience over the sad fate of the victims of the horrible fire." The show netted a profit of \$80.

St. Petersburg witnessed its first movies during the summer of 1901. Merchants raised a fund to have them shown by Bergart & Aviles. A play was given every Monday night during August, the pictures being flashed on a curtain lowered from the second floor of the Wood block. In addition to the one-reelers, there were illustrated songs.

An \$80 bronze fountain was installed in July, 1901, on a corner of the Detroit Hotel grounds by the Loyal Christian Temperance Union to promote temperance. The water was cooled by ice kept in a box built in the foundation. The town fathers neglected to supply ice for the fountain, however, and the temperance advocates complained that apparently St. Petersburg wanted to advertise to the world that it preferred liquor to water.

St. Petersburg's first tourist society was organized by winter residents from Illinois January 1, 1902, at a meeting called by Capt. J. F. Chase, the Rev. J. P. Hoyt, and M. Arter. Arter was elected president. Two weeks later tourists from the New England states formed a similar organization with the Rev. Hoyt as president. Meetings were held regularly by both societies for the remainder of the winter.

As late as 1902, hunting was extremely good on the lower peninsula. In 19 days' hunting during February and March, two winter visitors from Ann Arbor, Michigan, bagged 484 quail.

St. Petersburg's first city directory, published by the Times Publishing Co. early in 1904, showed there were 2,227 men, women and children in the city, a gain of 652 over the 1900 federal census figure of 1,575. Before the directory was published, the avenues of St. Petersburg were renamed by the city council, Sixth avenue becoming Central avenue and other avenues being named as they are at present. Street names were not changed.

Carpenters' Union Local No. 531, organized April 7, 1900, with 27 charter members, announced on February 6, 1904, that it had succeeded in getting carpenters' wages raised from \$1.75 for a ten-hour day in 1900 to \$2.50 for an eight-hour day in 1904. Officials of the union said they soon would demand \$3 for an eight-hour day. Many St. Petersburg people said they were convinced that if the increase were granted, all building activities would stop. "The carpenters are killing the goose that lays the golden egg," warned Irate Contractor in the Times.

The E. H. Tomlinson residence on Fourth street south was purchased by Congressman Joseph C. Sibley, of Pennsylvania, on April 8, 1905. Sibley lived in St. Petersburg a number of years and took a keen interest in the various activities.

A hotel register published by the Times on November 25, 1905, showed that the hotels could then accommodate 675 guests, as follows: Detroit, 100; Manhattan, 100; Colonial, 150; Huntington, 100; Wayne, 75; Chatuagua, 50; Paxton House, 50, and Belmont 50. For some unknown reason, the Central hotel, which then had about 40 rooms, was not included in the list.

Perhaps the owners of the Central were not advertisers. The Manhattan Hotel, opened late in 1905, was an enlargement of the Williams "mansion."

St. Petersburg's early subdividers and developers, who didn't believe in wasting any more land on streets than possible, were criticised by the Times December 2, 1905. Stating that the new additions did not conform to the original city plan and plat, the Times said: "Our map is getting to look more and more like a crazy-quilt pattern and that fact will cause us chagrin in future years. All because private interests, always and everywhere looking out for No. 1, are permitted by city council to do about as they please with matters that really concern the public more than anyone else."

Chief of Police J. J. Mitchell was murdered by a Negro whom he had arrested on Christmas day, 1905. A crowd quickly gathered, surrounded the jail—and a few minutes later, the Negro was killed, just how and by whom was never revealed. No mention of the murder, or what happened thereafter, was made in the newspapers. Four months later a grand jury investigation was ordered by the circuit judge, but the findings of the grand jury were never published—in St. Petersburg.

New fire apparatus, ordered by the city council some time previously, arrived during the week of May 26, 1906. It consisted of a hook and ladder truck, a steam fire engine, a chemical engine, and a new fire hose. The offer of the Woodmen of the World to organize a fire department was accepted and J. Frank Chase was elected chief and Will Longman, assistant chief.

The Independent, established as a weekly on March 3, 1906, by Willis B. Powell, began publishing daily on November 3, 1907. A year later Powell wrote: "One year ago we began this paper with many misgivings. It was started with the idea of a 'tourist daily' to run only during the winter months but as the summer approached, the demand for its continuance was too great to resist and, shutting our eyes, we waded into the six long summer months to sink or swim. We swum! . . . One year ago we started with \$6.15 worth of advertising and less than 150 subscribers. Today the advertising is close

to \$20 and the subscription list is 550. The Daily is a fixture in St. Petersburg and there would be a loud wail if it were discontinued."

The most spectacular fire in the history of the city occurred Wednesday night, December 18, 1907, when the Colonial Hotel burned to the ground. The flames were visible for miles. The fire was first seen shortly after midnight by C. S. Turner who gave the alarm. The siren at the the water plant was blown and the fire bell rung. Crowds gathered from everywhere. The volunteer firemen quickly responded but by the time they got their hose connected, the large wooden structure was doomed. A. W. Fisher and Clarence Leneave entered the building and groped their way through the smoke-filled corridors to the room of C. W. Baxter, the owner, on the second floor. They awakened him and he hurriedly threw on a few clothes and escaped without injury, but all his possessions were lost. The firemen confined their efforts to saving the homes of Mrs. H. N. Peake, L. A. Howard, A. H. Davis and L. H. Strum. The loss was estimated at \$40,000. A short time after this fire, the volunteer department was disbanded and

the city got a paid force, with George W. Anderson as chief. He was appointed May 14, 1908, and served until his death October 12, 1912.

The Hollenbeck Hotel, now known as the Beverly, was opened December 21, 1907. It was built on the site of the old Livingston Hotel, built by Col. B. L. Livingston in 1897. The inn was moved to Second avenue north and became part of the original Allison Hotel.

Sewers were laid throughout the city during the summer of 1907 at a cost of \$13,277.26. Much of the work was poorly done and the city later had to dig up many of the mains, clean them out, and relay them. The contractor was sued but the case dragged in the courts for years. The outcome of the suit has been lost in the mists of time.

Officer E. A. George was killed by a drunken Italian named Neve Abramo on September 16, 1908. Arrested as a vagrant, Abramo had been taken to the city prison. While being placed in a cell, he grabbed George's gun and shot him. Officer Horton Belcher opened the door of the cell and went in. Four shots were heard by the crowd which had gathered.



No one worried about being run down by traffic on Central avenue back in the good old days of 1906—but some people complained about the street cars making lots of noise.

Belcher came out uninjured. Abramo was dead.

In June, 1909, Salt Lake—now known as Lake Maggiore—dried up for some unknown reason, leaving nothing but a muck pool a hundred feet wide and four hundred feet long. The alligators and turtles fled and thousands of fish died. A month later, on July 8, nine inches of rain fell and the lake was filled to overflowing.

A movement to make St. Petersburg a "sin-less" city was launched by some of the Protestant ministers in February, 1910. They unanimously adopted resolutions inveighing against the evils of card playing, dancing, intoxication and cigaret smoking. "We deplore the increasing use of tobacco and cigalets by our youth and children," they said, "believing that the use of tobacco in any form is unnecessary, expensive and harmful We ask that the sign on a cigar store on Central avenue, which is considered disgraceful and even blasphemous, reading 'You had better smoke here than hereafter,' be removed by the council or public protest."

The 1910 federal census figures, released in August, gave St. Petersburg's population as 4,127, as compared with 1,575 in 1900. The report caused much criticism from St. Petersburg boosters who insisted that the city was much larger.

Gulfport was incorporated as a town at a meeting of the residents held Wednesday night, October 12, 1910, in the Gulf Casino. Of the thirty-eight residents in the territory, thirty were present. Rev. J. P. Hoyt presided. Twenty-three voted for incorporation and seven against. E. E. Wintersgill was elected mayor; S. J. Webb, clerk; John C. White, marshal, and A. C. Stefanski, H. C. Slauter, Henry Withers, Joshua White and L. M. Wintersgill, councilmen.

As a result of persistent agitation by Blue Sunday advocates, the city council on November 10, 1910, authorized the city attorney to draw up an ordinance prohibiting the sale of all kinds of merchandise on Sundays except prescriptions ordered by physicians. "This will be a severe blow to people who are compelled to purchase their meals on Sunday," said a facetious Independent reporter, "as they will have to eat enough Saturday night

to last until Monday morning." At the next meeting, the council killed the ordinance by a four to one vote.

Pinellas County was born on Tuesday, November 14, 1911, when the division bill passed by the State Legislature during the session of 1911 was ratified by a vote of 1,379 to 505. All evening the streets of St. Petersburg were filled with a joyful crowd celebrating the victory. The county division movement, started a number of years before by the Times, had been bitterly opposed by the Tampa politicians who did not want to see Pinellas Peninsula lost from the "grand old Hillsborough County."

The Poinsettia Hotel, one of the first modern hostelrys of St. Petersburg, was opened Saturday night, December 23, 1911. The proprietors were Dr. G. W. Williamson, Arthur L. Schultz and Mrs. E. M. Vroom.

St. Petersburg almost witnessed a repeat performance of the Civil War during the Washington's Birthday celebration on February 22, 1911. G. A. R. vets to'd School Superintendent W. R. Trowbridge that they would not march in the parade if Confederate veterans carried the Confederate flag, as they had done for many preceding years. Trowbridge gave orders for the flag to be barred. The Confederates protested violently and a near riot followed. Police had to be called to enforce the superintendent's order. Almost the entire city resented his action. Trowbridge resigned under fire February 25 and was succeeded by Prof. Horace M. Evans, of Valpariso, Ind. The school trustees said it all had been a most regrettable incident.

Dr. John B. Abercrombie, St. Petersburg's first physician, died January 22, 1912. He came here from Natchez, Miss., in 1883, and settled on the rich hammock land north of Lake Maggiore. He built a large residence, cleared and fenced several acres and set out many kinds of trees. But he found time to practice medicine and was known throughout the entire sub-peninsula as "the family doctor." He donated land for St. Bartholomew's Church, the first church on the lower peninsula, and for the church cemetery, both on Lakeview avenue. After St.

Petersburg was founded, he had many patients in town. His death was mourned by the entire community.

St. Petersburg got its first white way lights during the summer of 1912, the first white way pole being installed on April 11, 1912, in front of Noel A. Mitchell's office at Fourth and Central. During the next two months the system was extended from Second street to Fifth.

On a wager made with D. W. Budd, George B. Haines drove to Tampa on June 11, 1912, in five hours and fifty-nine minutes. Budd bet him that an automobile couldn't get through because of the heavy rains and bad roads, and Haines said he could make the trip in six hours. He left at 11 in the morning, went over Long Bayou on the railroad trestle and arrived at the Tribune office in Tampa with one minute to spare.

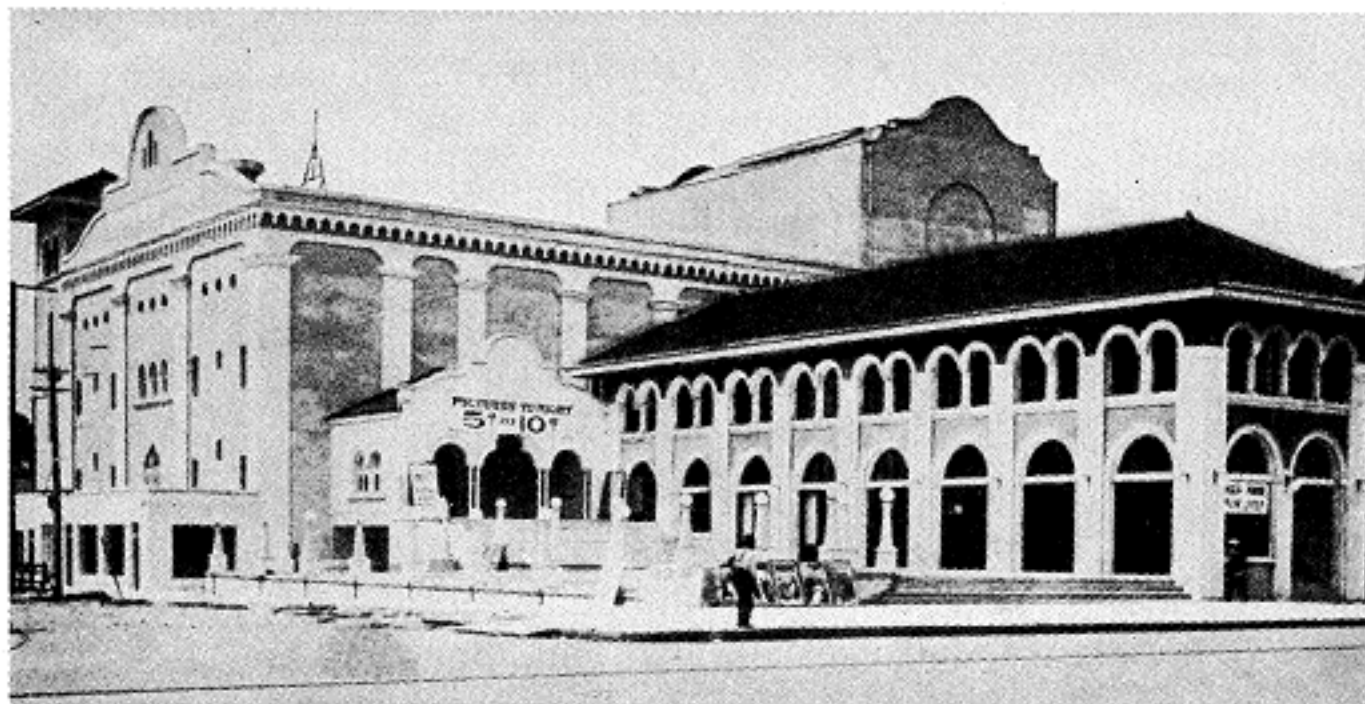
Police Chief A. J. Easters bore down on St. Petersburg's youngsters November 14, 1912. He declared that they had been up to too much "devilment" and that, thereafter, he would rigorously enforce the city's curfew law. He warned that the water works whistle would be blown every night at 8 o'clock and that if he caught any youngsters on the streets after 8:15 he would take them to the police station and hold them until their parents came to get

them—and gave them a paddling. So far as known, he never carried out his threat.

The Plaza Theatre, built by George Gandy, was opened Monday night, March 8, 1913, with Cammaranos' "Il Trovatore," played by the Royal Italian Company. The site for the theatre was purchased by Gandy from Mrs. Anna E. Drew, who had a boarding house; Dr. H. A. Murphy, owner of the Carleton Hotel, and E. W. Clark, who owned 80 feet on Central. The announced cost for the entire site was \$34,250. The completed theatre represented an investment of approximately \$150,000, it was stated.

Saying that too much speculation in lots was injuring the business of the city, a number of real estate dealers took steps on February 12, 1913 to limit auction sales to one a week.

St. Petersburg and the rest of Pinellas County went "dry" for the first time on July 2, 1913, when 778 persons in the county voted for prohibition to 668 against it. St. Petersburg split even on the issue, 359 votes being cast on both sides. The saloons were closed on Saturday night, July 5. The election was contested and after a bitter fight in the courts it was declared illegal on October 13. However, licenses were refused to the saloon keepers and the saloons were not opened



La Plaza Theatre and office building as they looked in 1914.

again until March 4, 1914, after another election had been held on February 3 and the wets won, 902 to 798. The Davis package law was passed by the State Legislature in 1915 and the last saloon closed in St. Petersburg, voluntarily, during the summer of 1917. From then until after repeal of the Eighteenth Amendment no liquor was sold in St. Petersburg—except by bootleggers.

The Spa, St. Petersburg's first modern bathhouse, was completed late in 1913. Bradford A. Lawrence, the owner, employed T. J. Rowland, of New York, to serve as the first swimming instructor. A lease to construct the bathhouse on the North Mole had been granted to Lawrence by the city council on June 19, 1913. Under the terms of the lease Lawrence was to pay \$500 a year from 1913 to 1917, \$750 a year for 1917 and 1918, and \$1,000 a year from 1919 to 1923. The buildings were to revert to the city at the end of ten years. Lawrence secured a new lease on much more favorable terms, for himself, about a year later and when the city wanted the property, it had to pay \$160,000 to get it.

Edward F. Sherman, a tourist, was murdered on November 11, 1914, at his home at Johns Pass Road and Twenty-ninth street by two Negroes. Mrs. Sherman was beaten until she was unconscious. John F. Evans, a Negro accused of the crime, was taken from the jail on the following night by a mob and hung from a telephone pole at Ninth street and Second avenue south. Ebenezer Tobin, another Negro arrested, was taken to Tampa by the authorities for safe-keeping. He was tried in Clearwater on September 17, 1915, found guilty of murder in the first degree and was hung October 22.

Southland Seminary, located on the north side of Coffee Pot Bayou, was opened in the fall of 1915. Land for the school was donated by C. Perry Snell and J. C. Hamlett, February 17, 1914, with the understanding that buildings costing

at least \$25,000 be erected. Dr. E. L. Stevens was president of the seminary, Mrs. Stevens vice-president and superintendent, and Ethel McCoy, secretary. The school operated for two years and had about fifty students enrolled. Because of war conditions, the seminary closed in the spring of 1916 and the property was sold to the St. Petersburg Investment Company, a concern then headed by H. Walter Fuller. When the company collapsed, the property was sold to the Grand Lodge of Free and Accepted Masons for \$90,000, on May 14, 1918, and the buildings were converted into a home for members' widows and orphans.

Forty business men in December, 1916, signed petitions asking for the repeal of the ordinance prohibiting Sunday movies. The petition was tabled by the city commission on December 22 for fear of a "general uprising."

During 1918, St. Petersburg, like all other cities throughout the country, subordinated all things to the main task of winning World War I. Hundreds of St. Petersburg men joined various branches of the armed services. The solution of civic problems was delayed until the war ended and work on civic improvements was delayed. Sixteen St. Petersburg men died while in service. They were: Lewis N. Brantley, Clyde Crenshaw, George Donaldson Griffin, Edward Theodore Hall, James Abel Johnson, George Harold Myers, James Clyde McCraven, Harry J. Newkumet, Wesley Noble, William Foster Newell, Seymour Andrew Prestwood, Stewart D. Ramsauer, Lawrence M. Tate, Paul O. Webb, Carey Herriott (colored), and Charles Hargray, Jr. (colored).

The phenomenal growth of St. Petersburg during the second decade of the century was shown by the 1920 federal census which gave the city's population as 14,237, as compared with the 1910 federal census figure of 4,127. St. Petersburg had laid aside its swaddling clothes and become a hustling, bustling city. But its period of greatest growth was just ahead.

CHAPTER 8

DURING THE TURBULENT TWENTIES

THE BIG FLORIDA BOOM of the 1920s, that strange phenomenon which wrought miracles before the bubble burst, came as a direct aftermath of World War I. Because of the bloodshed, and suffering, and devastation in war-torn Europe, Florida got multi-million dollar developments, magnificent hotels, thousands of fine homes, modern schools, good roads, and countless other improvements it had never dreamed of getting. Ironical? Yes, but true!

During the winter of 1913-14, the United States began to go into another economic tailspin. Venture capital began going into hiding. Factories began to close. Farm prices sagged. Unemployment steadily increased. By the early summer of 1914 almost everyone believed the country was headed for another dread depression.

In St. Petersburg, development work came almost to a standstill. The lively real estate market of the preceding two years died a sudden death. Building operations practically ceased. No one knew what to expect next.

Then on St. Vitus Day, June 28, 1914, a Serb student killed Archduke Francis of Austria and his wife in Sarjevo, Bosnia. His blazing gun provided the spark which exploded the European powderkeg. A month later, Russian troops invaded Germany and German troops invaded France. World War I had started!

Huge orders for munitions, clothing, food—everything needed by warring nations—began pouring into the United States. By late fall, the country was booming. Factories began working overtime; anyone who wanted a job could find one. Wages soared. So did retail sales. Almost everyone prospered.

For nearly three years it appeared as though the United States could enjoy all the "benefits" of war without paying any penalties. But when Czar Nicholas of Russia abdicated, on March 15, 1917, and his country ceased to be a factor in the conflict, the entrance of the United States into the war became inevitable—and war against Germany was declared just three weeks later.

Then came the era of multi-billion dollar federal budgets. Huge government expenditures. Unheard of prices for farm products. Factory workers got fat pay envelopes. Industrialists and financiers made

millions. Bank deposits throughout the country climbed to an all-time peak. The public's reservoir of capital was filled to overflowing.

For the first time in the nation's history, everyone—or almost everyone—had money to spend. Plenty of money. The small fry splurged by buying \$14 shirts and \$5 meals. The "wise boys" plunged in the stock market and cleaned up as the price of securities soared. The "conservatives", wary of Wall Street, bought land, "the safest investment."

More and more people now had money to travel. For years they had heard about the Sunny South and glamorous Florida. Now they could venture forth and see what Florida really was like.

The beginning of the Big Boom was deceptively slow. In fact, no one realized a boom had started. But it most certainly had. Each winter the number of tourists increased, even after the United States entered the war and railroad traffic was snarled. The tourists came regardless. And then, after the armistice, the stream of tourists became a torrent—and soon a flood!

The first definite indication that a boom was in the making came in the fall of 1919 with the invasion of Florida by a horde of motor tourists. Shiny limousines bumped fenders with dilapidated flivvers; sophisticated urbanites rubbed elbows with country "hicks." All roads leading south were crowded. Millions of northerners had purchased their first cars during the war—now they had a good chance to use them to see strange lands. So they headed toward Florida. Despite slippery, clutching mud and cavernous ruts, they came. They came!

The motor tourists made up only one division of the invading tourist army. Other sun lovers came in palatial yachts, and in private railroad cars. Thousands of less affluent folks came by Pullman and day coach. Every south-bound train was packed solid. The railroads had to put on specials—and even then every berth was sold weeks in advance. Had there been airlines in those days, the skies probably would have been filled with planes.

The brief depression of 1921 affected Florida not at all! The tourists came regardless. And the winter of 1922-23 brought a record-breaking crowd. Every resort city was filled to overflowing.

The invading tourists dumped millions and millions of dollars into Florida. Not only for food and lodging but for homes. And land on which they could build and thereby be sure of having a place to live. The Florida boom was on—in earnest!

The boom was accelerated by the magic of real estate profits. Thousands of tourists made enough money by buying lots one year and selling them the next to pay all the expenses of their winter vacations. And plungers who bought business properties, acreage, or blocks of lots in well-located subdivisions, reaped golden harvests.

Returning North, they spread the word about the wonderland of Florida where fortunes could be made while basking in the sunshine. Like an epidemic, the "Florida fever" spread throughout the nation. Speculators, as well as tourists, began flocking here from every state. With them came an army of real estate salesmen, the "knickerbocker boys" of high-pressure fame—the whoopla lads who stopped at nothing to make sales.

Yes, the Florida boom was on—in all its fury!

But let's backtrack and see what St. Petersburg was doing in the days at the end of World War I.

The Davis Empire Collapses

When the armistice was signed in November, 1918, St. Petersburg celebrated long and joyously because its servicemen soon would be back home again. But the city had no cause for celebrating because of unusual community prosperity. No one knew that a boom was in the offing—and the future looked none too bright.

**Photo
not
available**

Winter visitors had kept coming to St. Petersburg during the war, true enough, but their minds were on the war which was raging overseas. They were in no mood for frivolities—or for investing in real estate. As a result, St. Petersburg kept its municipal head above water—but it did not thrive.

Early in the war the city had been dealt a hard blow from which it had not recovered by the time the war ended—the collapse of the Davis empire, that strange conglomeration of companies fathered by F. A. Davis, of Philadelphia, which had given St. Petersburg its electric light plant, its trolley line, its electric pier, and had financed real estate developments all over the lower peninsula.

The Davis companies, controlled from 1909 on by H. Walter Fuller, the largest stockholder, had gone heavily into debt during 1912 and 1913 to finance developments in the West Central section, at Gulfport and Pass-a-Grille. And in 1914 they were forced to borrow a large sum to build a new, vitally-needed electric light plant. Then, during the war, when the companies no longer could sell lots in their developments, mortgages began coming due. Interest payments could not be made on outstanding bonds. The financial condition of the companies gradually became more precarious—and in October, 1917, the crash came.

A meeting of creditors was held in St. Petersburg and officials announced that the debts of the various companies totaled more than \$2,000,000. The companies' assets were given as \$4,200,000 but most of the assets consisted of properties which could not be readily converted into cash. Auction sales of West Central lots were held in February, 1918, but the sales brought in only \$100,000, just a small fraction of the amount needed. A few other properties also were sold—but the companies could not weather the storm.

On April 7, 1919, the trolley line was bought at forced sale by Jacob Disston, of Philadelphia, and Warren Webster and Horace F. Nixon, of Camden, N. J., for \$165,000. They held mortgages totaling \$250,000.

It was rumored that the new owners intended to "junk" the entire traction system so they could get some of their money back. St. Petersburg became alarmed—badly alarmed. For the first time, perhaps, the true value of the old Davis trolley lines was fully appreciated. Business men and the public generally began to realize that if the service stopped, the city would be paralyzed.

The city did not want to go into the transit business—but it was forced to do so. A meeting of city officials and the new owners was held in Philadelphia on June 30, 1919, and the city secured an option on the properties. On the day following, the city began operating the system. The plan to keep the lines operating as a municipal enterprise

met with public approval. On August 30, 1919, the city voted 350 to 103 in favor of a \$250,000 bond issue, \$175,000 of which was for the purchase of the properties and \$75,000 for improvements, including \$22,500 for car equipment and \$28,500 for track construction. And so St. Petersburg became the sole owner of the transit system.

The complete collapse of the Davis empire during the war put St. Petersburg in a pessimistic mood. Many local people connected with the various Davis companies suffered heavy financial losses. Moreover, the companies had operated in the city longer than most of the inhabitants could remember and had become part and parcel of St. Petersburg. When the companies died, one after another, it was as though old friends had passed away.

However, the city's pessimism began to fade when the winter of 1918-19 brought a record number of tourists, far more than had ever come to St. Petersburg before. And this time the minds of the winter visitors were not distracted by war. The tourists came to have a good

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time—and they did. What was more important, they were in a spending mood. They invested heavily in real estate. Millions of dollars of “new money” poured into the city. St. Petersburg began to prosper.

With prosperity came optimism. This was indicated on November 12, 1919 when the voters approved by a three to one majority, bond issues totaling \$100,000 for public improvements. Once more the people of St. Petersburg were planning for the future—and authorizing the expenditure of money for improvements which would make future growth possible.

During the six years which followed, voters were called upon an average of twice a year to pass on more bond issues, for ever-increasing amounts, for all kinds of improvements—waterworks, gas plant, parks, sewers, white way lighting, recreation pier, harbor, municipal transit system, and so on and on. Millions of dollars worth. More each year than had been approved in all the years from the time the town was founded until the Big Boom began. The city of St. Petersburg went on a spending spree unlike anything it had ever had before.

Out on The Keys

An event of almost epochal importance to St. Petersburg occurred on February 4, 1919. On that day, the first bridge connecting the mainland with a key along the gulf was opened to the public. It was a toll bridge and had been built by W. D. McAdoo, owner of the north half of Long Key, which he was developing as St. Petersburg Beach.

The Pass-a-Grille Bridge, as it was called, was hailed by the people of St. Petersburg. Now, the beautiful, sparkling gulf beaches were brought within a half hour's drive of the center of the city.

The real development of Long Key, or as it is called, Pass-a-Grille Island, began with the completion of the bridge but the development had started, long, long before.

No one knows when the island was first inhabited. When the first settlers came to lower Pinellas Peninsula, nearly a hundred years ago, they found on the island an ancient well, walled up with shells. Perhaps the well had been dug by pirates, perhaps by Spanish explorers, perhaps by Cuban fishermen—one guess is as good as another. When found, the well had become partially filled with sand. It was cleaned out and re-opened in 1857 by John Gomez, of Tampa, who built tables and benches and took parties there in his boat for excursions. That was 90 years ago. Hence, it is safe to say that Pass-a-Grille is one of the oldest island resorts in all Florida.

The origin of the name Pass-a-Grille is obscure. Some maintain that the word is Spanish for “over the bar.” But the name is generally accepted as being of French origin, meaning “La Pass-aux-Grillards,”

or "Pass-of-the-Grillers." This is said to refer to the fact that in the early days fishermen stopped near the pass to cook meals—hence, the "grille"—broiling. If that's the case, feasting on the island must have been quite popular a long, long time ago because map-makers recorded the pass as "Pass-aux-Grillard" as early as 1841. Through use, the name became shortened to its present Americanized form.

The island, which is five miles long, was first settled in 1884 by Capt. Zephaniah Phillips and his family. Captain Phillips, who was born in Toronto, Canada, had come to the United States when a child and had fought in the Civil War. He came to Florida for his health and was directed by friends to Disston City. Soon afterward he visited Long Key and decided to homestead there. For two years he and his family lived in a tent pitched among the palm trees. In the fall of 1886 he built a home with lumber brought from Pensacola by sailboat. He named the lower end of the island Pass-a-Grille, after the name of the pass.

In 1892, Captain Phillips sold forty acres on the south end of the island to Dr. Gustave P. Gehring, of Washington, D.C., who planned to build a sanitarium and a hotel. Financial reverses upset the doctor's plans and he sold the property to Roy S. Hanna for \$1,000. Hanna did not have that much money of his own to spare so he got several friends to go in with him on the deal. He raised the last \$400 needed from S. R. Morey, of Tampa. The tract was platted and recorded September 18, 1895, as "Morey's Beach", but the name didn't stick. The lower end of the island continued to be known as Pass-a-Grille.

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An attempt was made in October, 1895, to auction off the lots. Morey insisted that if the Spaniards and Cubans of Ybor City could see the island, they would buy the lots without hesitating. So an excursion was arranged. Hanna induced a group of St. Petersburg women to help by cooking a big fish dinner. Two schooners were hired to bring the excursionists. A \$300 dock was built for the boats to land. The excursionists were supposed to arrive before noon but they didn't come until 6 p.m. As soon as the boats docked, the excursionists—a thousand of them—rushed ashore, grabbed hands full of food, then undressed—completely—and ran for a swim in the gulf. They weren't corralled until after dark, too late for the auction to be held. Not a lot was sold. Hanna and his associates later divided the lots among themselves.

The first hotel at Pass-a-Grille, called the "Bonhomie", was built in 1901 by George Lizotte who had gone there two years before to make his home. The "Bonhomie" soon became famous for its delicious dinners and the number of Lizotte's guests increased year after year, making several enlargements of the hotel necessary.

Pass-a-Grille began to forge ahead in 1905 when the St. Petersburg & Gulf Electric Railway extended its tracks to Gulfport and purchased a launch to carry island-bound passengers the remainder of the way. The launch maintained a schedule of several trips a day and the service thus provided enabled people who worked in St. Petersburg to live at Pass-a-Grille, if they so desired.

One of those who did desire to commute occasionally was W. L. Straub, editor of the Times. He had a cottage at Pass-a-Grille where he spent almost all his spare time. He began plugging for a free bridge to the island. H. Walter Fuller, who then had large holdings on the island, also was a free-bridge advocate and he agreed to pay half the cost if the county would pay the other half. The county commissioners were persuaded to fall in step and tax levies were made in 1916 to 1917 to raise the county's portion.

When the money was apparently assured, Straub waged a campaign for a road and bridge district to build a nine-foot brick road the entire length of Pass-a-Grille island. A bond issue for \$100,000 was voted, the bonds sold and the contract let. Meanwhile, Fuller went broke and could not meet his commitment to build the bridge. However, the county went ahead with its road, bridge or no bridge. The contractor barged brick across the bay and the road was completed—a road which went nowhere and had no connection with the mainland. During the next two years it was used only by the lone motor vehicle on the island—an old, dilapidated one-cylinder Cadillac milk truck, owned by Silas Dent. Probably it was the least used road in all Florida.

McAdoo, who had purchased the north half of the island which Fuller once owned, took up the bridge building where Fuller had left

off and, without county aid, completed it in 1919, making it a toll bridge. And after the bridge was opened, the real growth of the island resort of Pass-a-Grille began.

A Hurricane Strikes

On Tuesday, October 25, 1921, St. Petersburg experienced the worst storm in its history—a hurricane. Only three others which swept the West Coast were known to have compared with it in intensity. One was in 1848 when there was little on the West Coast to be damaged; the second was in 1884, and the third in 1910. The hurricane of 1921, worse than any of the others except the 1848 storm, developed in the western Caribbean, swung around the west end of Cuba, proceeded northward to the latitude of St. Petersburg, and then swung inward.

The barometer fell to 28.81 by 2 o'clock Tuesday afternoon and the wind attained a recorded velocity of 68 miles an hour. Gusts exceeded 100 miles. Water from the gulf was blown into Tampa Bay until it reached six feet above mean low tide at St. Petersburg. Piers that extended into the bay were partially destroyed and a number of small boats anchored in the yacht basin were wrecked or sunk. All communication lines were blown down and the city was isolated for hours from the outside world. The Pass-a-Grille and Seminole bridges were washed out, the wooden planking being carried away by the high waters. Many

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plate glass windows were shattered and hundreds of buildings were unroofed. One man died from shock during the storm and a youth was fatally injured when caught under a falling roof.

People who lived in sections of St. Petersburg close to the bay experienced many thrills as the water came in and overflowed their lawns, but their lives were never in danger. Great excitement was caused when the storm was at its peak, by a report, published in an extra edition of the Times, that Pass-a-Grille had been "wiped out" with an estimated loss of life "from 15 to 150, with the resort under five feet of water." When a government ship reached there on Wednesday it was learned that not one person had been killed or injured and that property damage was negligible.

Within two days after the storm, a plan was worked out by business men, led by Lew B. Brown, publisher of the Independent, to loan the city \$18,000 for rebuilding the recreation pier. The work was finished by January. The Pass-a-Grille Bridge also was quickly repaired and reopened for traffic. The Seminole Bridge, however, was not rebuilt until 1924 when the old wooden structure was replaced by a concrete bridge.

Although the hurricane did far less damage to St. Petersburg than often was done to northern cities by tornadoes or cyclones, the civic leaders of St. Petersburg were afraid that news stories about the storm would be "bad publicity" and cut down the number of winter visitors. But the civic leaders were needlessly alarmed. Thousands of newcomers came to St. Petersburg that winter just to see what damage had been done and when they could find no traces of storm damage they decided that the menace of hurricanes had been greatly exaggerated. Many of those newcomers bought properties and have continued coming to St. Petersburg ever since.

The Boom Gathers Momentum

The number of winter visitors reached an all-time high during the winter of 1921-22. The tourists came early and they stayed late. The weather was ideal, with clear skies and warm sunshine all winter long, and when the tourists left in the spring they were loud in their praise of the Sunshine City. Before they departed, hundreds bought homes or lots on which they could build when they returned.

As the demand for lots and houses increased, real estate values climbed. They continued to climb all through the summer of 1922. Home folks who had been living in rented houses were forced by rapidly ascending rents to buy or build houses of their own. Others built houses and apartments to rent or sell to winter visitors. For the second consecutive year, building permits during 1922 passed the \$4,000,000 mark.

To handle the new construction, a small army of building craftsmen came to the city—carpenters, bricklayers, plasterers, electricians

plumbers, and painters. Also, great crews of common laborers were brought in to pave streets, lay water and sewer mains, work in the parks, and do a hundred and one other things involved in St. Petersburg's gigantic program of public improvements then under way. All these workmen needed homes in which to live. A housing shortage began to develop, even during the summer months. Because of growth, more growth was needed. So the building boom kept on booming.

As the boom continued to gather momentum, it became more and more evident that everyone—home folks and winter residents alike—were becoming speculatively inclined—willing to put out money in the hope of making big profits. Convincing proof of this was furnished in the fall of 1922 when a whirlwind sales campaign was conducted to finance construction of the Gandy Toll Bridge across Tampa Bay.

The Gandy Bridge Is Built

A tall, keen-eyed, heavily bearded Philadelphian came to St. Petersburg in February, 1903, to look the city over before investing in a trolley line then being planned by F. A. Davis.

The newcomer was George S. Gandy, later known by everyone in St. Petersburg as "Dad" Gandy.

He was a man of vision and he could see that the then-infant town of St. Petersburg had possibilities—big possibilities—for development.

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So he invested heavily in Davis' proposed electric railway, and in many other Davis companies as well.

In Philadelphia, Gandy had been a transportation expert, developer, and builder. In St. Petersburg, Gandy took up where he had left off in Pennsylvania. He became president of the St. Petersburg & Gulf Electric Railway, the St. Petersburg Electric Light & Power Co., and the St. Petersburg Investment Company, all fathered by his friend Davis.

In 1912, Gandy built the Plaza Theatre, the only modern theatre St. Petersburg had until boom days. Many believed Gandy would lose heavily in the venture and for a year or two the Plaza was referred to as "Gandy's White Elephant". But it turned out to be a most profitable investment—perhaps the best Gandy ever made.

A few years later he turned his attention to another project, a far greater project—the construction of a bridge across the neck of Old Tampa Bay to provide a short cut route between St. Petersburg and Tampa, cutting the distance between the two cities to 19 miles.

The idea for such a bridge is reported to have originated about 1910 with H. Walter Fuller, who had taken over the direction of the Davis companies. Fuller had issued a map of the Tampa Bay area to advertise the various land holdings and transportation enterprises of the St. Petersburg Investment Company group, including a Tampa Bay steamship line, the boat line to Pass-a-Grille, the street railway, the old Pass-a-Grille hotel, the Southland Seminary buildings (now the Masonic Home), and a dozen subdivisions. The land included 11,000 acres in what is now the Gandy boulevard area.

On the map, Fuller drew a dotted line in red ink, marking a proposed street car line and bridge to Tampa Bay. His route was Ninth street north.

Gandy immediately saw the possibilities of the idea. He and Fuller promptly incorporated three companies, the officers and directors being Gandy, his two sons Al and George, Fuller, and Fuller's son Walter. Gandy, a smart transportation man, promptly shifted the route to Fourth street.

Survey crews were set to work to locate the most feasible bay crossing. C. Paul Fuller, brother of H. Walter Fuller, secured the right of way. Gandy secured a permit from the War Department, a perpetual franchise from the state legislature, and financing from Stone & Webster, of Boston. A tie-in contract was made with the Tampa Electric Company for street car terminals at the Hillsboro Courthouse square.

The main thought of the promoters was street railway transportation, with automobile tolls as a secondary consideration. This explains a matter which later mystified many people—the rails on Gandy Bridge. The rails were laid because the franchise required them.

By 1918 only one thing remained before work on the bridges could start—a permit from the War Emergency Board headed by Bernard Baruch. In World War I, any civilian construction project costing more than \$250,000 required a certificate of necessity from Baruch's board. The Gandy application was turned down. A re-application also was turned down. The financial commitment from Stone & Webster was canceled, and the project was shelved for the duration.

About this time the Fuller enterprises became involved in financial difficulties and Gandy bought out the Fullers for \$500 and a small block of stock.

Gandy Bridge might never have been built had it not been for a short, stocky, determined fellow brought to St. Petersburg by Gandy in September, 1922. He was Eugene M. Elliott, as clever a promoter as ever came to Florida. A man of mysterious background, he had the reputation of being able to sell anything. If the product had merit—fine; if it didn't have merit—well, "Gene" Elliott could sell it anyhow, and perhaps even faster. So said those who knew him, and they undoubtedly were not far wrong.

Elliott introduced himself around St. Petersburg as the man who had "underwritten" the bridge. He hadn't underwritten the cost of one piling in the structure. Even had he wanted to, he couldn't have. He

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didn't have any money. Later he said he had to borrow the money to get here. That was one of the many periods in his life when he was "temporarily out of funds."

To put over the Gandy Bridge, Elliott brought in a crew of high-powered salesmen. He hired expert publicity and advertising men. He put on a sales campaign like nothing St. Petersburg had ever seen before. Instead of merely extolling the merits of the bridge, Elliott "sold" Gandy to the public. And within 122 days Elliott succeeded in selling \$2,000,000 worth of preferred Gandy Bridge stock and 66,666 shares of no-par value common stock.

An old story relates that when the sales campaign was about half finished, Elliott strode into the office and announced: "Well, Dad, 'We've hit the million mark!'" Gandy nodded his head and said: "Yes, it won't be long now until we can start work on the bridge." Elliott's jaw dropped. "What!" he gasped, "You're not really going to BUILD, are you?" Finally convinced Gandy was sincere, Elliott was stunned.

As soon as it became certain that all of the stock would be sold, Gandy started construction of the bridge. Or to be more exact—the bridge and causeways; three and one-fourth miles of causeways and two and one-half miles of reinforced concrete bridge, twenty-two feet wide. Work was started late in 1922, and completed in the fall of 1924.

The bridge was officially opened with a big celebration Thursday, November 20, 1924. Florida's governor, Cary A. Hardee, untied a knot holding a rope of flowers stretched across the bridge while the governors of sixteen other states, city officials of St. Petersburg and Tampa, and a throng of distinguished citizens looked on—and cheered.

"Dad" Gandy was the hero of the day. A public celebration was held in his honor that night in Williams Park and, a few hours later, a loving cup was presented to him by the Chamber of Commerce at a banquet in the Huntington Hotel.

There's no doubt but that Gandy Bridge was an important factor in the growth of St. Petersburg. At the time it was completed, it was one of the longest bridges of its kind in the world and unnumbered thousands of Florida's winter visitors came to Tampa Bay to travel over it. Moreover, the bridge was publicized throughout the country, in newspapers, magazines and in the movies, and the publicity helped St. Petersburg greatly. What was even more important, however, was that the bridge made it easier for tourists to reach the Sunshine City. The shortest land route from St. Petersburg to Tampa was forty-three miles; Gandy Bridge reduced the distance to nineteen miles.

A determined effort, spearheaded by the Chamber of Commerce and business men, was made in the early Forties to get the government to take over the bridge and eliminate the toll, which by that time had

been reduced to thirty-five cents for car and driver and five cents for each passenger. Repeated appeals were made to Senator Claude Pepper to assist in the free-bridge drive. He did. Just before the primary elections in 1944, the bridge was taken over by the Federal government under provisions of the act which conferred war emergency powers upon the President. This action, 'tis said, re-elected Pepper.

Gandy Bridge became a free bridge—at 1:30 p. m., on April 27, 1944. A jury fixed the price at \$2,382,642. The common stock holders were paid \$5 a share. A final liquidation payment was to be made later.

The street car tracks on Gandy Bridge, which had been a mental hazard to motorists for more than two decades, were covered in August, 1947, when the State Road Department resurfaced the roadway.

Davis Causeway was taken over by the state road department on March 10, 1944, about six weeks before the federal government took over Gandy Bridge. The Davis Causeway, connecting link between Clearwater and Tampa, was started in 1927 by Capt. B. T. Davis and formally opened June 28, 1934. The price paid for the nine-mile causeway was \$1,085,000, of which the Federal Works Administration paid half and the State Highway Department the remainder.

Good Roads Come at Last

Back in the days when automobiles were called "horseless carriages," Pinellas Peninsula was famous for its "wish to God roads." They were so named because they had two sets of cavernous ruts through the clutching sand and when a motorist got in one set of the ruts, he always "wished to God" he had taken the other set.

But even those roads were better than the roads the early pioneers had to put up with. At the time St. Petersburg was founded there were only three roads on the entire lower peninsula. The oldest was the Old Tampa Road which meandered through the woods and around swamps and swales from the vicinity of Safety Harbor down to the community of Pinellas on Big Bayou. It was blazed by Tampa cattlemen who grazed their cattle on the point. Part of the way it followed the section line near what is now Ninth street.

The second oldest road was one which cut across the peninsula from Pinellas to what is now Gulfport. It extended along the north side of Lake Maggiore. Part of this old road is now known as Lakeview avenue. The newest road was the one now known as Disston boulevard—it led to the newly founded town of Disston City.

These so-called roads were nothing more than trails, and very poorly developed trails at that. Not one of them could boast of a bridge—rivers and creeks had to be forded. All that the peninsula ever

got from Hillsborough County, of which it then was a part, was approximately ten miles of marl roads which were poorly constructed and soon went to pieces.

After long persuasion, the Hillsborough County commissioners finally, on February 2, 1910, let a contract for the construction of Seminole Bridge, to cost \$10,000, after \$2,500 had been raised in St. Petersburg by popular subscription. The bridge was completed in August, 1911, and on September 12 it collapsed because of faulty construction while a team of mules was being driven over it. It was not repaired until three years later.

The failure of Hillsborough County to build roads on the peninsula was one of the main reasons Pinellas County was formed. And yet, even after the new county came into existence, on November 14, 1911, the good roads boosters had difficulty in getting through a good roads program, due to opposition from the upper end of the peninsula. Not until December 3, 1912, was a \$350,000 bond issue for roads finally passed.

With the money thus obtained, a system of marl roads was built. For a time they gave good service but before a year had passed the rains played havoc with the marl surfacing and the roads became almost as bad as they had been before. A demand was made for brick roads and although the brick advocates were strenuously opposed by a faction which considered brick roads too expensive, a \$715,000 bond issue to build 73 miles of brick roads, nine feet wide, was finally approved November 15, 1916.

A few years after the system was completed it was seen that a mistake had been made in constructing the roads only nine feet wide. The shoulders could not be kept in good condition even though repairs were made constantly. And the traffic was becoming so heavy that roads wide enough for two cars to pass were essential.

Practically everyone in the county agreed that a modern, extensive highway system should be built but there were sharp differences of opinion regarding the location of the new proposed highways. Finally, however, a program acceptable to all sections of the county was agreed upon and bond issues totaling \$2,863,000 for roads and bridges were approved June 5, 1923, by a six-to-one vote. At long last, Pinellas County had decided that the time had come to provide good roads for the motorists. The good roads boosters were jubilant.

With the money obtained from the bonds, a hundred miles of excellent trunk line roads and badly needed laterals were built during 1924 and 1925. Two of the main trunk lines led to Gandy Bridge and were completed by the time the bridge was opened. One of the trunks came out Fourth street and the other connected the bridge with Clearwater. The Fourth street extension was called Gandy boulevard.

Two bridges destroyed by the hurricane of 1921 were rebuilt by the state in 1924, this time of reinforced concrete strong enough to withstand the strongest gales—the Seminole Bridge and the Safety Harbor Bridge. Each bridge cost approximately \$400,000.

Construction of the county's system of main highways whetted the appetite of Pinellas County people for still more roads. To provide adequate connecting systems, eleven new special road and bridge districts were created—one had been created in 1917 to build the brick road on Pass-a-Grille Island. During 1925 and 1926, the twelve districts voted \$6,251,00 worth of bonds for approximately 167 miles of highways, as well as many bridges and three causeways connecting the mainland with the gulf beaches.

The first causeway to be completed, the Welch Causeway, named in honor of David S. Welch, originator of the project, was paid for out of a \$252,000 bond issue approved by District No. 2. It was started in 1925 and opened for traffic July 4, 1926.

A \$1,275,000 bond issue to build a free causeway from the mainland to Pass-a-Grille Island, replacing the toll bridge built in 1919 by W. D. McAdoo, and also build roads and bridges linking Pass-a-Grille Island, Treasure Island and Sand Key, was authorized 1,043 to 110 at an election held November 13, 1925. The causeway, named the Corey

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Causeway in honor of County Commissioner S. J. Corey, was completed in 1927, and so were the roads and bridges.

The third causeway, linking Clearwater and Clearwater Beach, was authorized in 1925 and completed in 1926.

Not all the good roads work, by any means, was done by the county and special road districts. During the boom years, every city and town in the county had record-breaking paving programs. St. Petersburg, for instance, spent \$3,000,000 for paving in 1924 and \$4,000,000 in 1925. Altogether, while the boom lasted, St. Petersburg spent approximately \$12,000,000 for paved streets. Many of these paved streets were badly needed but others were "out in the sticks", in and through sub-divisions which did not become settled until long years afterward. But that's a different story.

Like a Mushroom the City Grew

As though by magic, buildings sprang up in St. Petersburg during the Big Florida Boom. Buildings of all kinds and for all purposes. Towering office buildings, luxurious hotels, fine apartment houses, modern schools, and thousands of homes.

The skyline first began to change in 1922. During that year a \$50,000 addition was built to the St. Petersburg Yacht Club, the seven-story 85-room Ponce de Leon Hotel was constructed, the four-story Haines Building was erected for the Willson-Chase Co., and "far out" on Central avenue, at Seventh street, R. H. Sumner built his seven-story Sumner Building, now known as the Professional Building. Everyone said Sumner was foolish to build so far away from the business center but in no time the business section had reached and passed him.

In 1923, St. Petersburg got its first million-dollar tourist hotel, the Soreno. It was built by Soren Lund. Born in Denmark, Lund came to America when fourteen years old, went into the hotel business, and worked his way up from bell boy to manager and owner of six hotels. He came to St. Petersburg in 1910 and bought the Huntington Hotel from C. S. Hunt. In 1920, he sold the Huntington to J. Lee Barnes and decided to spend the rest of his life traveling. But, three months later, he was back in St. Petersburg. He bought the old Erastus Barnard homestead on Beach drive, built in 1893, for \$95,000, adjoining properties for \$30,000, and started building the Soreno. Work was rushed day and night—under floodlights after dark—and the hotel was opened, with a celebration, January 1, 1924.

Three more downtown hotels were completed during 1923—the Pheil, the Suwannee, and the Mason, now known as the Princess Martha.

The Pheil had been started in 1916 by Abram C. Pheil, one of St. Petersburg's pioneer builders, but construction work was delayed, first

by World War I and then by high prices of building materials. The structure, eleven stories high, cost far more than "Abe" Pheil had expected but he kept at it, putting into it every cent he could scrape together. But he did not live to see the building finished—he died a year before the interior was completed.

The Suwannee, now St. Petersburg's largest hotel which remains open the year round, was built by John N. Brown, a St. Petersburg "old timer" who came here in 1899 as a railroad express agent and became one of the city's leading citizens. The Suwannee was opened December 10, 1923.

The Mason Hotel was built by a company headed by Franklin J. Mason, a native of New York state who came to St. Petersburg in 1920 for his health. A contractor by profession, Mason soon organized a building firm and in 1923 constructed seventy-four other buildings besides the Mason Hotel. It was reported that the site for the hotel, the northwest corner of Fourth street and First avenue north, cost \$255,000—five years before, the site could have been purchased for one-fifth that amount. The hotel was reported to have cost \$1,500,000. The hotel company was reorganized in 1926 and the name of the hotel was changed to the Princess Martha.

Scores of apartment houses and literally thousands of homes were built during 1924. Also the Hall Building at Fourth and Central. Building permits issued during the year totaled \$9,557,500—\$2,000,000 more than any other year in the city's history.

In 1925, St. Petersburg really went on a building binge. Here are just a few of the major buildings erected during that year: the Vinoy Park, Rolyat, Pennsylvania, Dennis and Jungle Country Club hotels; the West Coast Title Building, now the First Federal Building; the Pinellas Power Office Building, now the Florida Power Building; the Y. M. C. A. Building, St. Petersburg Times Building, the Famous Players Theatre Building, now the Florida Theatre Building, and the J. Bruce Smith Building, now the Empire Building. Also, large additions were made to the First National Bank and Central National Bank Buildings.

The Vinoy Park Hotel, recognized as the finest on the West Coast of Florida, was built at a reported cost of \$3,500,000 by a company headed by Aymer Vinoy Laughner, a wealthy oil man of Pennsylvania. The site for the hotel was the old homestead of Charles Braaf and took in the entire block between Fifth and Sixth avenues north, on the waterfront. To get the land he wanted for the 350-room structure, Laughner had a long and sometimes bitter fight with city officials. He wanted to make a fill out 1,800 feet into Tampa Bay; city officials frowned at a fill longer than 600 feet. Finally, a compromise was made on a 1,200-foot fill. The North Yacht Basin was dredged out while the fill was being made. The Vinoy Park was opened in January, 1926.

The Rolyat Hotel was built by Pasadena Estates, Inc., the president of which was Jack Taylor. "Rolyat", incidentally, is Taylor spelled backward. The hotel, acclaimed as one of the most beautiful in the entire South, was opened in January, 1926. It now is the home of the Florida Military Academy.

The Jungle Country Club Hotel, built by the Allen-Fuller Company in conjunction with the development of the exclusive Jungle subdivision, is now the home of the Admiral Farragut Academy.

1925 marked the zenith of the building boom. Building permits that year soared to the unbelievable peak of \$23,005,000. That represented twice as much new building as had been done in the entire history of St. Petersburg from 1888, the year the town was founded, up to 1920!

At the peak of the building boom, the railroads declared an embargo on freight shipments to Florida. Thousands of freight cars had become jammed up at bottleneck junction points and, in an attempt to unsnarl the tangle, the railroads put a ban on further shipments. But even the embargo did not stop St. Petersburg's builders. The Port of St. Petersburg had just been opened so the builders began having their shipments sent by water. During one week in December, 1925, twenty-two freighters docked at the port, and building materials were piled in small mountains on the docks.

The building boom held over well in 1926. During that year the building permits totaled \$15,720,000. That was \$8,685,000 less than the year before but, even so, it was the second highest total in the city's history. During that year, C. Perry Snell started his Snell Arcade, lauded as the most artistic building in Florida. The arcade, located on the northwest corner of Fourth and Central, was completed in 1928. It is now known as the Rutland building.

The Don Ce-Sar, another architectural gem, was completed during 1927 at a cost of \$1,400,000. The 312-room hotel was built by Thomas J. Rowe, a native of Cambridgeport, Mass., and named by Rowe after Don Caesar de Bazan, the principal male character in the musical opera "Mariana." During World War II the hotel was used by the government as a convalescent home for injured army fliers.

Gamblers Help Build the City

There were gamblers in St. Petersburg during the boom days. Big gamblers. They did not gamble at dice, or cards, or on horses. They gambled on the future of St. Petersburg. In the confident belief that the city's growth would continue, faster than it had ever grown before, they spent all the money they had—and all the money they could borrow. Many of them lost everything. But regardless of whether they won or lost, they left their imprint on St. Petersburg.

Had it not been for the gamblers, St. Petersburg today would not have its fine hotels and office buildings, its scores of apartment houses and business blocks. The builders of all those structures took a chance, and even though Fate was unkind to many of them, the buildings remained, and helped immeasurably in making St. Petersburg the modern city it is today.

Foremost among the gamblers were the men who promoted the multi-million dollar developments—Snell Isle, Pasadena, Lakewood Estates, the Jungle, and Shore Acres. Snell Isle, as well as practically all the other North Shore developments, was fathered by C. Perry Snell; Pasadena, by Jack Taylor; Lakewood Estates, by Charles R. Hall; the Jungle, by Walter P. Fuller, and Shore Acres, by N. J. Upham. Those men were the leaders—the biggest plungers. They cut the pattern which others followed all through the boom.

These men were as different from one another as any five men could possibly be—in appearance and in background. But they had a number of things in common. They all had unbounded faith in St. Petersburg; they all loved the city, and they all believed in doing things in a big way. They were not “penny ante” boys; they played a no-limit game. Furthermore, they believed in playing the game until it ended. All of them could have “cashed in” during 1925 and made fortunes. But they were not quitters. Not one of them!

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Collectively, they spent millions of dollars in the development of their properties. They opened, hard-surfaced and beautified hundreds of miles of streets; they constructed golf courses; they built hotels, club houses, and hundreds of fine homes. They gave St. Petersburg its finest residential sections.

Because of Jack Taylor, St. Petersburg today has the Florida Military Academy, housed in the Rolyat Hotel building, which Taylor built. Because of Fuller, the city has the Admiral Farragut Academy, located in the Jungle Country Club Hotel building. Because of Hall, the city has the Lakewood Country Club, with its club house and golf course, both owned now by a private club. Because of Snell, St. Petersburg has the North Shore district of fine homes, the Sunset Golf Course, and beautiful parks. Upham's development, Shore Acres, lies in the path of the growing North Shore section and has features which inevitably will result in its further development in years to come.

The five leaders had scores of followers during the boom days; men who spent more millions in the development of other properties, in other sections of the city. Practically all of them were gamblers—plungers. Many left developments which have become an asset to St. Petersburg. Others, however, were “boom time boys” who were not true developers at heart. They opened subdivisions which could not conceivably become built up for years and years.

Skyward Go the Prices

From the end of World War I up to the winter of 1922-23, there was a slow but steady rise in realty values in St. Petersburg. Nothing spectacular—just an increase justified by the city's rapid growth. Lots in the older sections of the city and in newly opened subdivisions were bought almost entirely by people who wanted them as sites for homes. There was relatively little speculation.

But suddenly, for no apparent reason, St. Petersburg began to go real estate crazy. Just like other resort cities in the state. They all started to go insane. And for three years the insanity became worse and worse.

The first definite indication in St. Petersburg that people were determined to go on a real estate spree was seen in the fall of 1922 when a wild speculation began in properties along Fourth street north. The direct cause of the speculation was the stock sale which assured construction of Gandy Bridge. Fourth street north was to be the main approach to the bridge from St. Petersburg. Almost everyone, it seemed, suddenly became convinced that all property along this important artery would become tremendously valuable—not ten, twenty or thirty years in the future but just as soon as the bridge was opened. Upward went the prices!

In 1921, when Gandy Bridge was still in the blueprint stage, acreage along Fourth street beyond the city limits could be and was purchased

for as little as \$50 an acre. When the Gandy Bridge stock was placed on the market, prices began to skyrocket almost immediately. From \$50 an acre, the price jumped to \$100, then \$250, then \$500 and then on, on up. By the time the bridge was opened, the prices had soared to as high as \$5,000 an acre.

Not everyone, of course, dealt in acreage. Many persons wanted nothing but lots fronting directly on Fourth street. All such lots were to be "business lots"—naturally! Fourth street was to be built up solid with stores, hotels and apartments all the way from downtown St. Petersburg clear up to the bridge! Inevitably! Immediately! Anyone who didn't think so was a rank defeatist—a non-believer in the glorious future of St. Petersburg and Florida.

There's a story on record of a man buying a double corner lot on Fourth street about 80th avenue for \$1,800 in March, 1923. He sold it in December, 1923, for \$3,000. Two weeks later he heard it had been resold for \$5,000. He was incensed. He felt he had made a big mistake by selling it too soon. So he bought it back the next day for \$6,500. Then he held out for \$10,000. He was still holding out when the crash came.

That lot was far out on Fourth street. Had it been close in, the \$10,000 price would have been ridiculously low. Double corners between Ninth and 30th avenues sold for as high as \$100,000 before the bubble burst. And close in, between First and Ninth avenues, a double corner for \$200,000 would have been considered a prize bargain.

One of the first subdivisions opened on Gandy Boulevard, as the extension of Fourth street was called, was Rio Vista, promoted by J. Kennedy Block. After Rio Vista came the Florida Riviera, "Five Thousand Acres of Sunshine," sold by the Boulevard & Bay Land & Development Co., headed by Eugene Elliott, the master salesman who put over Gandy Bridge. Many of the Riviera lots offered for sale were under the water of Tampa Bay. But what difference did that make? Dredges soon would go to work and waterfront lots would be made which would be more attractive than any in all Florida!

Rio Vista and Florida Riviera were the two largest Gandy Boulevard subdivisions. There were literally scores of others, ranging from a few acres in size to several hundred. In most of them, little money was spent for improvements. The streets were graded, a few sidewalks laid, flowers and shrubs were planted to "pretty them up"—and that was just about all. It was up to the salesmen to sell the lots on the strength of the work being done by "Dad" Gandy on his bridge. And the lots were sold—literally thousands of them!

Not all the new subdivisions were located in the Gandy boulevard section—not by any means. Before the bubble burst, at least two-thirds of all the land on the lower peninsula, south of Pinellas Park, had been

subdivided. It was estimated later that at least 150,000 lots were placed on the market—possibly 300,000 would have been more nearly accurate.

The keys along the gulf did not escape the attention of the subdividers. One of the earliest island developments was St. Petersburg Beach, promoted by W. D. McAdoo who owned the northern half of Pass-a-Grille Island. But the property was tied up in a law suit just when the boom was getting well started and the suit wasn't settled until just before the bubble burst—so that was that.

However, the islands had their boom time sales regardless. Treasure Island was subdivided and put on the market by Donovan & Sons. Gasparilla Beach, on Pass-a-Grille Island, was sold by the Boca Ciega Realty Co., and Pine Key had its name changed to "Monte Cristo Isle" by the Hawkeye Realty Company.

When the boom was at its peak, in 1925, more than fifty subdivisions were being sold in St. Petersburg. All of them had downtown offices. Pasadena had two offices downtown and two field offices. The Boardman-Frazee Realty Co., sales agents for Shore Acres, had three offices in St. Petersburg and one in Tampa. Lakewood Estates had a large downtown office here and a summer office in Philadelphia.

Most of the real estate offices were on Central avenue where the salesmen had the best chance to find prospects. For choice locations, fabulous rents were paid. Many merchants discovered they could make more money by sub-leasing their store rooms to real estate men than they could make by selling goods—so they closed up "for the duration," and their storerooms became adorned with colorful maps showing the exact location of the "the finest subdivision in Florida." Every subdivision was "the finest"; also, "the place where you can double your money within a year."

Real estate advertising filled the newspapers. The St. Petersburg Times during 1925 carried more local advertising than any other newspaper in the country except the Miami Herald. So many real estate ads poured into the Independent that all of them could not be printed, even though the presses were run to their full capacity. It was a golden era for the newspapers—that is, it would have been if all the advertising had been paid for. Unfortunately, it wasn't. When the boom burst the newspapers were left holding the bag for many real estate firms whose credit had been considered as good as gold—but wasn't.

The real estate companies did not depend upon advertising alone to sell their lots. They employed an army of salesmen. And not a small army either. In the fall of 1925 there were nearly 6,000 licensed real estate salesmen in St. Petersburg—nearly 6,000 salesmen in a city which just five years before had a population of only 14,237, according to the 1920 federal census. The salesmen literally ran over each other in their mad efforts to sell lots. And when an unwary winter visitor showed the slightest indication that he might become a buyer he was almost mobbed.

Most of the salesmen wore knickerbockers, according to the fashion of the day. Hence, they became known as the "knickerbocker boys." They came from all walks of life. Many of them had been peddlers of fake securities—stocks in oil companies never known to have drilled a gusher and companies which dug gold from non-existent gold mines. These fellows stopped at nothing to make sales; they would take the last dollar a widow had and laugh about it. One broker, however, employed no one except retired ministers; ex-ministers, he said, had little trouble in gaining the "confidence" of prospective buyers.

To get prospects, the salesmen employed "bird dogs"—men and women who would haunt the green benches, and churches, and tourist clubs, and every other place the tourists congregated, and talk real estate to anyone who would listen. The bird dogs were smooth talkers and they succeeded often in making unwary souls believe they would lose the chance of a life time unless they invested in this or that subdivision. The bird dogs then called the salesmen in—and the sales were clinched. For their efforts, the bird dogs got part of the commissions.

Many of the bird dogs were good looking women, young and middle-aged. One woman, thirty-eight years old, was reported to have made

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\$50,000 by three years of talking. Another, just under thirty, succeeded in interesting an unusually good prospect one day on the green benches. But instead of turning him over to the salesman for whom she worked—she married him.

During the boom years most of the salesmen made a killing, even after they had paid off their bird dogs. Those who failed to net at least \$10,000 a year were considered complete failures. Many made \$50,000 a year and more. Few of them, however, saved any money. They lived high, paid fantastic rents for swanky living quarters, and, in many cases, invested all their surplus earnings in real estate. They really practiced what they preached—"buy real estate to become wealthy." But, sad to relate, the bursting of the boom caught them unawares, the same as it did everyone else, and most of them left town flat broke.

Part of the real estate profits went for liquor. St. Petersburg was theoretically bone dry during prohibition days—but bootleggers did a thriving business. Several of them had their headquarters near Fourth and Central and they could be reached by telephone any time during the day or night. They sold liquor by the truckload. That is, they got it in by truckloads and sold it out by pints, quarts, gallons or cases. For moonshine they got \$5 a gallon from their regular customers. Strangers had to pay more—much more. The best grade of imported Canadian liquor was sold for \$6 a quart or \$55 a case. And the quarts were full quarts—not fifths. Bacardi rum sold for \$20 a gallon. In many cases, liquor was less expensive than it is today. Even so, the bootleggers prospered. At least one became wealthy.

But "good" won out over "evil." For every dollar the bootleggers got, the churches of St. Petersburg got a hundred or more. Never in the entire history of the city had church goers been so liberal with their contributions. The pastors' salaries were raised to unheard of levels and the churches' coffers began running over. Practically all of them accumulated enough funds to erect new edifices. And the new churches were magnificent structures, far better than anything St. Petersburg had had in the past. New parsonages also were built. When the boom collapsed, many of the congregations were caught with their new buildings only partly paid for. But in time, all managed to clear their indebtedness and burn their mortgages.

Even the Wise Ones Bought

More than twenty years have passed since the bursting of the Florida bubble. During those years people have gotten the idea, somehow or other, that only the gullible and the foolish were caught in the crash. Nothing could be farther from the truth. The fact is that some of the shrewdest real estate operators in the country, some of the most conservative financiers, became victims of the Florida disease and lost heavily.

For example, the United Cigar Company was the one of the heaviest buyers of St. Petersburg business properties. Officials of the company had the reputation of knowing exactly when to buy, and what to buy. Before investing here, they sent in experts to make surveys and determine how much property was worth. They bought nothing on guesswork—all their purchases were based upon the experts' advice.

During 1924 and 1925 the company spent more than \$3,000,000 for St. Petersburg business properties. Elsewhere in Florida, mostly in Miami, the company spent \$8,000,000 more. Then came the crash, and the company was caught with obligations it could not meet. It finally went bankrupt and its stockholders lost heavily.

One of the nation's largest chain stores decided in 1922 to erect a building in St. Petersburg. Its real estate experts selected a corner on Fourth street as the best location. A small apartment house was on the site. The company offered \$50,000. The owner held out for \$75,000. After deliberating a month, the company agreed to pay the \$75,000. But by that time, the owner decided he wanted \$100,000. Again the company deliberated, and again agreed to pay the price asked. Once more the owner hiked up the price. And so it kept on going, month after month. Finally, late in 1925, the company offered \$500,000—cash. The owner held out for \$600,000. Then came the crash. Three years later the owner lost the property when a \$25,000 mortgage was foreclosed. The company never did build a store in St. Petersburg.

C. Perry Snell, who probably knew more about real estate values in St. Petersburg than anyone else, in 1925 was offered \$1,000,000 for the northwest corner of Fourth and Central which he owned. Snell turned the offer down. He then built the Snell Arcade at a cost of approximately \$750,000. A few years later an insurance company which had advanced part of the money needed to erect the building, foreclosed its mortgage—and Snell lost the Arcade. And of course he also lost the million dollar corner.

Not all the boom stories had a bad ending. For instance, take the case of the woman who owned a double corner on Ninth street north where she had her home. She decided to sell it in 1921. She went to a broker who was her friend and told him she wanted \$10,000. The broker told her to wait and made her promise not to sell until he told her the time was ripe. During the next three years the woman was besieged by would-be purchasers who wanted to buy the property. Each one offered a larger sum—\$25,000, then \$50,000 and then \$100,000. And still the broker advised her to wait. The woman began getting nervous—very nervous. Finally, in the spring of 1925, the broker told her to sell. She did—for \$200,000, all cash. Before the broker turned over the money to her he made her promise to put it in a trust fund. She followed his advice—and her financial troubles were ended, for life.

Then the Florida Bubble Burst!

On Monday, December 7, 1925, it rained in St. Petersburg. Not a drizzly rain but a steady downpour. Ordinarily, the people of St. Petersburg would have welcomed the drenching, but not on that particular day. A thousand members of the Investment Bankers Association of America had come to St. Petersburg to hold their national convention and the city wanted to show off some of the sunshine which had made it famous.

St. Petersburg was particularly anxious right at that time to impress the bankers with the city's charms. There had been much "anti-Florida propaganda" in northern newspapers during the preceding summer and fall regarding "the inevitable collapse of the Florida boom" and St. Petersburg desired to prove to the bankers that the boom wasn't a boom at all but merely a healthy growth caused by Florida's marvelous, heavenly, super-perfect climate.

And there it was raining! Hour after hour. The skies were dreary and the air was cold. Instead of being able to go swimming, or fishing, or out on the golf courses for a game or two, the bankers were forced to stay indoors and twiddle their thumbs. Most discouraging. To make matters infinitely worse, the rain continued all week long. And so did the gloomy skies and chilly air. The bankers finally left St. Petersburg convinced that Florida's weather did not measure up to the advertisements.

There is reason to believe that the bad weather during that week in December, 1925, hastened the end of the Florida boom. Certainly it marked the turning point in the mad rush to buy real estate. Sales had broken all records during October and November but during December they fell off badly. Very badly. Real estate men were alarmed. In a frantic effort to get people started buying again, they advertised as they had never advertised before. But the advertisements did not bring results. Continuing cold weather was held responsible. Said the real estate men: "This is just a temporary lull—wait until we get some good warm sunshine again and see what happens."

Late in January, the bad weather ended and the sun blazed forth again in all its glory. Sales picked up. But the salesmen had to work harder than ever before to make their quotas. And by spring it was plainly evident that something was definitely wrong.

Few persons were yet ready to admit, however, that the grand and glorious Florida boom had ended. Almost everyone was positive that in the fall the real estate market again would become active. But it didn't. When autumn came, real estate men hunted in vain for prospects. No one, it seemed, wanted to buy. The saturation point for Florida real estate finally had been reached.

The absence of new buyers meant disaster. Thousands of persons had bought on a shoestring, paying one-third or one-fourth cash and

promising to pay the balance in two or three annual payments. They were speculating, hoping to sell at a profit before the next payment fell due. And when they couldn't sell, they were caught. To save something from the wreckage, they tried to sell at almost give-away prices. The market collapsed completely.

Developers were forced to stop work in their subdivisions. They not only weren't selling any more lots but they were not getting any more payments on lots which had been sold before. Persons who had bought during the boom were unable, or unwilling, to put out any more money. And when the money stopped rolling in, the developers were forced to cease operations. Many left their developments in a half-finished condition; a few did enough more to fulfill promises to their buyers and then they too quit spending. They had to.

Prices of all kinds of property plunged downward at a sickening pace. Before the end of 1926, homes which once sold for \$25,000 could be purchased for half that amount. Business lots once priced at \$100,000 went begging at \$20,000. Apartment houses, business blocks, hotels—all types of properties—were offered for sale at bargain prices. Insurance companies and building and loan concerns began foreclosing on hundreds of properties on which they had loaned money. Lower and lower the prices dropped.

The crash in real estate had reverberations in all types of business. Lumber companies and building supply firms were caught with great

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quantities of materials they could not sell. In December, 1926, one of the largest building supply firms received a ship load of lath which had been ordered months before. The lath could not be sold at any price. The company piled it on a vacant lot on Nineteenth street south—and there it remained for years. It finally was burned.

The boom-time prosperity had caused merchants of all kinds to lay in large stocks of goods. When the crash came, the goods could not be sold, even at sacrifice sales. Moreover, many of the stores' charge accounts could not be collected—people no longer had the money to pay. As a result, many merchants went bankrupt. Some of the largest stores went into the hands of receivers.

Many persons lost their life savings; hundreds were so heavily burdened by debts that they could not get back on their feet again until years later. Worse still, the banks were so badly weakened that their ultimate collapse became inevitable.

The ranks of the "knickerbocker army" thinned rapidly. The high-pressure fellows and the binder boys packed their bags and departed. No one wept. Enough reputable real estate men remained to take care of what sales there were—without working overtime.

With the knickerbocker lads went many citizens St. Petersburg did not like to lose; architects, contractors, building craftsmen, laborers, clerks, printers, advertising men—people from all trades and professions. They could no longer find work and were forced to sell their possessions for what they could and go some place they could make a living.

The exodus was mourned by St. Petersburg. But it had one beneficial effect. It caused a rapid reduction in rents. During the boom, prices charged for living quarters had soared to fantastic heights. As a result, many of St. Petersburg's old-time winter visitors remained in their homes up North. While good times lasted their absence was not missed. But after the crash it was a different story. Once more St. Petersburg was forced to realize that the city had to have winter visitors to survive.

The reduction in rents came too late to obtain a full "crop" of tourists during the winter of 1926-27. That hurt.

But the blow which hurt the most was the drying up of the flood of venture money which had poured into the city in a golden torrent during the boom-time years. The economics of the city had been geared to the flow of incoming capital—and when it ceased, St. Petersburg was temporarily paralyzed.

When the effects of the boom intoxication started to wear off, St. Petersburg looked around in a sort of bewildered daze and began taking stock of its assets and liabilities.

On the debit side of the ledger they found many unpleasant facts. The worst was the city's staggering load of bonded indebtedness. The

peak of indebtedness was reached in June, 1928. At that time the city owed \$26,744,600. Of that total, \$15,118,000 was for special assessment bonds—bonds which had been sold to pay for paving streets and laying sewers in new sections of the city. Under normal conditions, those bonds would have been paid for by the property owners who were benefited. But when the crash came, the special assessments were not paid—and the city had to assume the indebtedness.

Payment of taxes plummeted as well as the payment of special assessments. Soon the city found itself unable to pay the interest on the bonds, to say nothing of retiring the bonds when they fell due. Finally, in May, 1930, the city defaulted in its bond payments. It remained in default until April 1, 1937.

St. Petersburg-of-the-boom-days was criticized caustically by St. Petersburg-of-later-years for having plunged so heavily into debt during the 1920s. But it is easy to criticize. The chances are that if the critics had been voting during the years of the gorgeously irradiant Florida bubble, they would have been just as avid for more and more improvements, regardless of the cost, as any of the starry-eyed boom time optimists.

During the turbulent Twenties, St. Petersburg's population jumped from 14,237 to 40,425. To keep pace with that rapid growth, the city was compelled to make improvements—to expand its transit system, lay water mains and sewers in new sections of the city, enlarge its gas plant, put in a sewage disposal system, build an incinerator, and do countless other things demanded by a growing city.

Undoubtedly, some of the bond money went for "luxuries"—the development and beautification of Waterfront Park, for instance, and the construction of the recreation pier. Also, the purchase of the Spa in 1926 for \$160,000. And the construction of the white way lighting system. All luxuries, of course. They might have been dispensed with. But without those luxuries St. Petersburg certainly would not be the city it is today.

The truth is, of course, that none of the bond money was thrown down the sewers and washed out into Tampa Bay. All of it was spent for things from which St. Petersburg is still deriving benefit, more than twenty years later.

St. Petersburg Made a Modern City

The bursting of the Florida bubble caused countless headaches, it is true. But it is likewise true that the Big Boom magically transformed St. Petersburg from a town of less than 15,000 people into a bustling modern city with three times the population. Furthermore, the boom brought more improvements and developments than would have come normally in fifty years.

On the credit side of the municipal ledger, St. Petersburg found many things for which to be thankful.

When the boom ended the city had ten new, large, modern hotels and dozens of smaller ones. Its skyline was punctured by new "sky-scraper" business blocks. It had literally scores of new apartment houses, thousands of fine new homes, and a first class business district made up of modern buildings. It had a million dollar, air-conditioned theatre and a splendid Coliseum. To be exact, St. Petersburg had \$56,871,000 worth of buildings which it hadn't had before—and that's a lot of new construction for almost any city.

St. Petersburg also inherited from the boom four new golf courses, and parks, and playgrounds. And an excellent school system with an ample number of fireproof buildings, badly needed by the city's children. And many new, beautiful churches.

Moreover, St. Petersburg had Gandy Bridge which linked it with Tampa by a 19-mile short cut route. It also was benefited by an excellent system of county highways, all constructed during the boom period, and by free causeways across Boca Ciega Bay, connecting the mainland with the gulf beaches. In addition, St. Petersburg had more than 300 miles of paved streets. Many miles of those paved streets were "out in the sticks", true enough, and they did not seem to be much of an asset immediately after the crash, when grass grew up through the bricks. Later on, however, when St. Petersburg resumed its normal growth, the paved streets more than paid for themselves, simply by tending to encourage people to buy lots in the paved-street-sections and become home builders.

An asset of inestimable value, handed down from boom days, is Waterfront Park. Another is the recreation pier.

The Million Dollar Pier Is Built

Ever since the time it was founded St. Petersburg has had piers extending out into Tampa Bay. The first one was built by the Orange Belt Railway in 1889. It was constructed primarily for freight purposes but the railroad officials foresightedly added a bathing pavilion, half way out on the pier, so that St. Petersburg's first citizens, and visitors, would have a place to swim. The railroad also laid a walk on top of the trestle so that people could go out to deep water and fish. As a result, the old railroad pier became St. Petersburg's foremost "amusement center" and the principal town attraction.

The second pier was built in 1896 by D. F. S. Brantley, the contractor who had furnished the ties for the Orange Belt Railway. It was located close to the foot of Second avenue north. Brantley constructed the pier to provide independently owned ships with a place to dock and also to provide an approach to his bathing pavilion which he built at the same time. For many years Brantley's pier was almost as popular as the railroad pier.

In 1900, E. H. Tomlinson, St. Petersburg's No. 1 benefactor, built a small pier just east of his Fountain of Youth near the foot of Fourth avenue south. Years later when the city purchased Tomlinson's waterfront property—without profit to Tomlinson—it took over the pier as well. The Tomlinson pier was washed out in the hurricane of 1921.

In 1905, the St. Petersburg & Gulf Electric Railway, controlled by F. A. Davis, purchased Brantley's pier and replaced it in 1906 with a larger structure which extended out to ten feet of water. Street cars ran out to the end of the pier which was lighted at night with electric lights. Hence, it became known as the Electric Pier.

A campaign for a city-owned and operated pier was launched by the Independent in 1911 after army engineers reported that it would be impracticable for St. Petersburg to get a harbor by dredging a channel to deep water. The original plan was to build a pier out to twenty-eight feet of water and make it St. Petersburg's permanent freight pier. This plan was dropped, however, when the army engineers finally decided that the Bayboro Harbor project would be feasible. The Independent then carried on the fight for a recreation pier and a \$40,000 bond issue providing for its construction was approved by a large majority. The pier was built at the foot of Second avenue north about ten feet north of the Electric Pier. Construction work was started in July, 1913, and the pier was opened for traffic December 15. It was

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formally accepted by city officials four days later. The Electric Pier was torn down in 1914.

The Municipal Pier, as the new pier was called, soon became a favorite haunt for home folks and tourists. Driving out on the pier on a moonlit night over the planks which went clinkety-clank, and hearing the waves lapping at the piling underneath, provided a thrill which is still remembered by the old timers. They also remember the thrill they got when word spread around town that Willie Mexis, who operated the concession stand at the pierhead, "has just caught a big shark!" Naturally everyone had to go out and see it.

The pier was nearly demolished by the 1921 hurricane. Wind and waves swept over it, ripping loose most of the planking and carrying it away, and beating down some of the pilings. Many believed the structure could not be repaired. But Lew B. Brown, publisher of the Independent, insisted it could—and had to be! He argued that the pier was an attraction which the city could not afford to lose. A public meeting was held at the Detroit Hotel and \$20,000 was pledged by leading citizens to repair the damage. The pier was re-opened two months later.

While the repairs were being made the city engineers learned that the pier's pilings were in such condition that they would not last many years longer. The Independent then campaigned for a really modern recreation pier, strong enough to withstand any storm and second only in size to the famous Atlantic City pier. The Independent raised pledges totaling \$300,000 but the city came through with a proposal to float a \$1,000,000 bond issue to pay the cost. The bond issue was approved by an overwhelming majority at an election in May, 1925.

The new pier was designed by Parsons, Klapp, Brinkerhoff and Douglas and the general contract was awarded, August 24, 1925, to the Raymond Concrete Pile Co., of New York. Work was started September 8, 1925, and the pier was opened for traffic late in July, 1926. The official dedication ceremonies, attended by more than 10,000 persons, was held on Thanksgiving Day, November 25, 1926. The chairman for the day was Calvin A. Owens and the speakers included Lew B. Brown, Mayor R. S. Pearce and Senator Park W. Trammell. It was one of the biggest days in the city's history. The total cost of the new pier, including the Casino at the pierhead, was \$998,729.18.

Following the dedication of the pier, the crowd made its way to the Jungle where another dedication ceremony was scheduled to be held at the Piper-Fuller Flying Field, the first airfield in St. Petersburg and the third in the entire state. The field comprised 260 acres, of which 130 had been provided by R. L. Piper, of Tyrone, Pa., and the remaining 130 by Walter P. Fuller, developer of the Jungle. It had no concrete runways like modern fields but it was decidedly better than no airport

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at all, and St. Petersburg welcomed its opening. Everyone in the city wanted to see the dedication, it seemed, and every road leading west was crowded with cars. Fuller presented the field to the city and it was accepted by City Commissioner Charles L. Snyder. The speeches were followed by an aerial circus headed by Col. C. A. Daniforth, chief of the Fourth Army Air Corps. Many spectacular flights were made by star army fliers. Passengers were taken up "to see the city" in Stout monoplanes, the first ever flown in Florida, which had been brought to St. Petersburg for the airfield opening.

The big double-dedication celebration ended that night with a mayor's dedication ball in the Pier Casino. More than 3,000 couples attended.

No one knew it then, but that celebration marked the end of the Big Florida Boom. Thereafter, for several years, St. Petersburg had very little cause to celebrate anything. The glorious Florida bubble had burst!

CHAPTER 9

DEPRESSION—WAR—AND AFTERWARD

ST. PETERSBURG'S FUTURE began to look brighter during the late Twenties. The effects of the Florida crash were still being felt but the headaches the crash had caused were becoming less and less painful. Once more people became optimistic.

The optimism seemed to be justified. Winter residents who had remained away from St. Petersburg during the boom because of the high cost of living or because of the difficulties encountered in finding places to live, started to come back again. The tourist "crop" during the winter of 1927-28 was exceptionally good and during the winter following it was even better.

The large influx of winter visitors was due in large measure to the record-breaking prosperity of the North, caused almost entirely by the soaring stock market. As stocks climbed, higher and higher, tremendous profits were made and everyone, it seemed, had money to spend. More than a little of that money was spent in Florida for winter vacations and St. Petersburg, like other leading resort cities, became crowded. Considerable new building was started. St. Petersburg looked forward to a long period of steady, healthy growth.

To prepare for the growth which appeared to be just ahead, St. Petersburg cast a critical eye upon its water supply and decided that something had to be done about it.

St. Petersburg Gets Good Water

During the boom days, St. Petersburg's water problem became acute. The water pumped out of the wells around Mirror and Crescent lakes was so hard that the housewives complained bitterly. Moreover, not enough water could be pumped from the wells to take care of the city's rapidly increasing needs. It was obvious to everyone that a bigger, better supply would have to be obtained if St. Petersburg expected to keep on growing.

Many solutions to the problem were advanced. Some people contended that more wells should be drilled close to the city, preferably in the Saw Grass Lake area east of Pinellas Park. Others insisted that water should be brought in from Lake Butler, near Tarpon Springs.

Frank Fortune Pulver, former mayor, strongly urged the use of water from Weekiwachee Springs, nearly fifty miles north of St. Petersburg in Hernando County.

There was strenuous opposition to all these proposals. Many persons contended that if more artesian wells were dug, in the Saw Grass Lake area or elsewhere in the county, the water probably would be as hard as the water from existing wells. The Lake Butler proposition was frowned upon because some old timers reported that the lake had an underground connection with the gulf and that every so often, the water in the lake became brackish. Which would never, never do.

Pulver and his associates made many offers to the city regarding Weekiwachee Springs, on which they had obtained an option. But all his proposals were turned down, some because acceptance would have required a large bond issue and others because the suggested franchises would have allegedly bound the city's hands for a long period.

City officials and the people generally were still pondering over the various solutions, trying to make up their minds which was best, when the Florida bubble burst—and St. Petersburg began to get hard pressed financially. The city no longer could afford to spend a large amount of money to obtain a new source of supply. But the problem still remained. And it was rapidly becoming more and more acute.

The first definite step to settle the problem once and for all was taken on September 22, 1928, when Mayor John N. Brown appointed a committee of twenty-five leading citizens to make a new and thorough survey and then recommend what should be done. Charles C. Carr was made chairman of the committee and Raymond Ridgely was appointed engineer. Other members of the committee were: Marshall Bize, J. W. Coburn, E. G. Cunningham, H. C. Dent, Dr. William M. Davis, Walter Donovan, Max A. H. Fitz, Dr. Hugh Futch, J. G. Foley, J. B. Green, Charles M. Gray, Dr. T. R. Griffin, R. M. Hall, Paul Hoxie, W. A. Holsouser, R. B. Lassing, A. V. Laughner, George A. McCrea, J. D. Pearce, J. H. Rutland, R. H. Thomas, W. L. Watson and E. B. Willson. Malcomb Pirnie, one of the nation's leading water engineers, was employed by the committee to make surveys.

The committee worked for seven months and carefully considered every possible source of supply—nearly twenty altogether. Finally, on April 22, 1929, the members recommended that the city get its supply from a tremendous water basin at Cosme-Odessa, approximately thirty miles from the city and ten miles inland from the head of Old Tampa Bay. The committee declared that the supply of water at Cosme-Odessa was practically inexhaustible and the quality was excellent—almost as soft as rain water.

The committee's recommendation resulted in the acceptance by the city commission of a contract with the Layne-Southeastern Company,

of New York. This provided that the company would install a complete supply system which the city could purchase at the end of five years for \$3,250,000. The contract was ratified 4,241 to 1,757 by the voters on September 24, 1929.

Rapid progress was made in the construction of the new supply system. The Cosme-Odessa basin was tapped by twelve wells capable of supplying 14,000,000 gallons daily. A pumping station was constructed in the well field. Twenty-six miles of 36-inch pipe line were laid. A huge reservoir and a pumping plant were constructed at Washington boulevard and Twenty-eighth street north.

The new system was formally accepted by the city Thursday, September 18, 1930, at a soft water jubilee in Williams Park attended by more than 10,000 persons. William A. Kenmuir was general chairman and E. C. Reed, president of the Chamber of Commerce, was master of ceremonies. Speeches were made by George M. Lynch, Judge William G. King, and Frank H. Owens, president of the Pinellas Water Co., a corporation formed to take over the franchise of the Layne-Southeastern Company. The celebration was featured by a free public barbecue and

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old-fashioned picnic. Miss Ruth Skeen was selected by applause as the queen of the celebration.

Under the terms of the contract, the city maintained its own distribution system. In other words, St. Petersburg bought the water at wholesale and sold it at retail. For most people, the details were unimportant. What counted—what really counted—was that St. Petersburg, after years of waiting, finally was getting water that was truly soft.

Then Came the Great Depression

St. Petersburg's hopes of recovering quickly from the effects of the collapse of the Florida boom were shattered by the devastating stock market crash of October, 1929. Before the year ended, stock losses throughout the nation totaled fifteen billion dollars. The Great Depression started. The United States began to be paralyzed. And with each passing month, the paralysis became more severe.

St. Petersburg felt the effects of the national depression during the following winter. The number of tourists was lower than it had been for years. And the tourists who did come kept their pocketbooks tightly closed. They spent money only when they had to. Merchants lost heavily. Building activities came to a dead halt, throwing many men out of work. Every one looked toward the future with apprehension.

The depression was not six months old when St. Petersburg was dealt a staggering blow. Within less than a year, all the city's banks closed their doors. One bank was re-organized and re-opened. The others remained closed.

The American Bank & Trust Company and the Fidelity Bank & Trust Company closed on the same day, Friday, April 25, 1930. The Fidelity was the city's smallest bank and had deposits of only \$181,413. But the American was considered one of St. Petersburg's strongest financial institutions and its deposits totaled \$2,450,000. When it failed to open, St. Petersburg was stunned.

Fear fed on fear, and runs were started on the other banks. The First National Bank of St. Petersburg, the city's oldest and largest bank, succeeded in meeting all demands for money until Monday, June 9, 1930, when it too failed to open its doors, with deposits totaling \$4,336,700. The First Security Bank, an affiliate of the First National, closed at the same time. Three days later, on June 12, the Ninth Street Bank & Trust Company closed. Its deposits totaled \$954,652. During those bleak months of April and June, nearly \$8,000,000 of depositors' money was tied up.

The Central National Bank & Trust Company survived until April 21, 1931, when it too was declared insolvent. It closed with deposits totaling \$2,602,558. That brought the grand total of frozen

deposits up to \$10,525,532. Considerably less than half that amount was later paid to depositors. The Central paid off 52.39 per cent of its deposits, the First National 51.4 per cent, the Fidelity 40 per cent, the Ninth Street 15 per cent, and the American, .55 per cent—less than half of one per cent.

During the year which elapsed between the closing of the first and last of the old banks, two new banks were opened—the Union Trust Company and the Florida National Bank.

The Union Trust Company was an outgrowth of the First Security Bank which, in turn, was an outgrowth of the old Cross Town Bank, organized April 17, 1926. Controlling interest in the Cross Town was purchased by the First National on May 19, 1927, and the name changed to First Security. This institution was an affiliate of the First National and both closed at the same time. On August 30, 1930, the First Security was reorganized and reopened as an independent institution, with Nat Brophy, president; Paul A. Hoxie, vice-president; W. M. McEachern, cashier, and J. E. Bryan and R. M. Petrick, assistant cashiers. The name was changed to Union Trust Company December 1, 1930.

The Florida National, one of a group of Florida banks controlled by the Du Pont interests, was opened October 27, 1930. The bank occupied the quarters formerly used by the First National, the building having been purchased by Alfred I. du Pont for \$425,000.

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St. Petersburg Hits the Depths

Like countless other cities throughout the nation, St. Petersburg was despondent during the early Thirties. It had reason to be. The Great Depression was at its worst. The United States had taken it on the chin—and was glassy-eyed and groggy. St. Petersburg was stricken along with the rest of the nation. Thousands of winter residents who had been coming to the Sunshine City for years, remained at home up North.

Winter residents who came despite the depression spent money very cautiously. Many went from cafeteria to cafeteria to find the cheapest meals. Only a few spent money for luxuries or even clothes. Scores of merchants did not make enough to pay their rent. They were forced to lay off clerks they had employed for years. Building activities practically ceased—fewer building permits were issued during all of 1932 than had been issued during any one week in 1924 or 1925.

For those who had money, the depression was no hardship. Living costs were extremely low. Here are some examples, taken from advertisements in the Times in November, 1932: pure pork sausage, 10 cents a pound; best grade western sirloin steak, 15c; hamburger, two pounds for 15c; best grade ham, 18c a pound; six large cans of pork and beans, 25c; 10 pounds of potatoes, 11c; young roasting hens, 18c a pound; fryers, 23c; six tall cans of evaporated milk, 24c, and three tall cans of salmon for 25c.

For those who had money, St. Petersburg offered sensational real estate bargains. North Shore houses which cost \$40,000 and more to build could be purchased for as little as \$7,000—and there were few buyers even at that price. Five-room bungalows once sold for \$10,000 and more went begging at \$1,500. Store buildings, large and small, were offered at from 10 to 15 per cent of the construction costs—and nothing extra for the land on which they stood. A six-suite apartment house which cost \$27,000 to build was sold for \$6,250—and the man who bought it got all his money back from rents within three years!

Unimproved lots in residential sections could be obtained for little or nothing—literally. One man had five lots in Pasadena given to him when he agreed to pay the taxes. He paid taxes totaling \$340, held the lots two years, and finally sold all five of them for \$350—and he was glad to get his money back.

Yes, there were marvelous real estate bargains in St. Petersburg in depression days. And persons who were fortunate enough to be able to buy then, and did, reaped a rich harvest. For every \$1,000 invested in real estate during the worst of the depression, \$5,000 or more was returned before the Thirties came to an end. It was an opportunity of a lifetime for those who had money. Unfortunately, few persons had any money they could spare, and fewer still who had the courage to buy.

Almost everyone who had money cautiously waited until times looked better—and when times improved, prices soared.

Real estate prices were not deflated any more in St. Petersburg than they were in countless other cities throughout the country. The condition everywhere was the same—or worse. In one northern city of 250,000 population, 7,324 persons lost their homes through mortgage foreclosures during 1932. Nothing comparable to that ever happened in St. Petersburg; consequently, the Sunshine City could consider itself fortunate.

Hundreds Worked For Uncle Sam

At no time during the depression did St. Petersburg have an unemployment problem as acute as that of hundreds of industrial cities throughout the country. It escaped relatively lightly simply because the city did not have any big industrial plants which closed their doors and threw thousands of persons out of work, as happened so often elsewhere. The largest industry St. Petersburg ever had was the construction industry of the boom years, and when the boom collapsed, and building activities slackened, most of the building craftsmen and laborers left town. They had been gone several years before the Great Depression struck.

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Despite all that, St. Petersburg's unemployment problem was bad enough. Many persons who had been hit by the Florida crash had remained in the city, hoping for times to get better. While they waited for better times, they lived off their savings. By the time the depression came, their savings were almost gone. Then, when the banks closed, their savings were tied up. To get money to pay for the necessities of life, they had to find jobs—but there were no jobs.

Colored people were the worst affected by the depression. During good times they had never made enough to accumulate large savings, even if they had been so inclined, and when bad times came, hundreds soon became destitute. Hundreds of colored women had been employed as servants. During the worst of the depression, most of the white women who had employed them were compelled to economize—and they did their work themselves. Practically all the colored men had been employed as day laborers—when the need for unskilled labor ended, the colored men sought in vain for work.

Early in the depression St. Petersburg's unemployment problem was partly solved by the federal government's construction of the Veterans Administration Center and Hospital at Bay Pines. More than \$3,000,000 was spent in the development of the large tract of land, donated by the county, and in the erection of the buildings. Much of the money went for labor. Nearly a thousand craftsmen and laborers were provided work.

Even before the veterans hospital project was completed, however, city officials and civic leaders were forced to realize that St. Petersburg could not provide work for its unemployed, white and colored, without outside help. The relief agencies were swamped.

The first federal relief work funds—a mere dribble—came into St. Petersburg in the spring of 1932. By mid-summer, a total of 283 unemployed men, all heads of families, were being given three days' work a week at \$1.50 a day. Other dribbles followed. They helped a little—but not much. The money was paid out more as a dole than to provide worthwhile employment. The so-called "relief jobs" were of the leaf-raking and ditch-cleaning variety which did the city little good and helped not a bit in bolstering the workers' morale.

During 1933, federal, state and city officials began making long range plans for providing employment on projects which would have lasting value. The Civilian Works Administration came into existence, then the Federal Emergency Relief Administration, then the Works Progress Administration, and then finally the Work Projects Administration.

Three projects were given top priority in the long range planning by St. Petersburg's officials and civic leaders—the development of Albert Whitted Municipal Airport, the construction of a North Shore district sewer system, and the development and beautification of Bartlett

Park, on Fourth street south in the Salt Creek area. Work on these projects was started early in 1934 by CWA and taken over soon afterward by FERA. The wage scale under FERA was 17 cents an hour for a maximum of 140 hours a month, or \$23.80.

On Wednesday, August 7, 1935, St. Petersburg got its first WPA allotments. WPA officials announced that enough money had been earmarked for St. Petersburg to keep 350 men employed for eight months. The men were not put to work, however, until October. The wages paid ranged from \$25 to \$55 a month. Mayor John S. Smith jubilantly announced that the WPA allotments would assure the city a payroll of \$10,000 a month. He expressed the hope that the first projects soon would be followed by others, and that WPA soon would be in full swing. It was. Project followed project during those months—and years—which followed.

An average of more than 1,000 men and women were employed by WPA in St. Petersburg during 1936, 1937 and 1938. The largest project

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completed was the installation of the North Shore sewer system for which the federal government spent \$528,310 and the city \$182,524. Albert Whitted airport cost the government, through WPA, \$345,042, and the city \$194,351. Bartlett Park cost the government \$199,023 and the city \$43,789.

There were literally scores of other projects, large and small. For a city-wide street improvement program, WPA spent \$256,506 and the city \$182,524. Jobs were provided for women as well as men. In 1937, for instance, 160 women were employed in the WPA sewing rooms. There also were white collar jobs like making the city-wide real property survey which cost the federal government \$34,357 and the city \$16,641, and the compilation of city hall records which cost the government \$46,910 and the city \$10,957.

The new Junior College was built as a WPA project after \$86,061 had been raised by public subscription. For this project the federal government allocated \$114,000. The National Guard Armory on Sixteenth street north, another WPA project, cost the government \$45,000 and the city \$26,868.

A county-sponsored project which benefited Greater St. Petersburg was the installation of the Gulf Beach water system at a cost of \$294,000. This, however, was not a WPA project. It was a project financed through PWA—the Public Works Administration. PWA also made possible the construction of an addition to Mound Park Hospital, loaning \$165,000 of the \$204,825 needed, the city paying the balance. A \$175,000 PWA loan was obtained to build the new municipal building.

The federal government, through the United States Housing Authority, financed the development of Jordan Park, low-cost Negro housing project, which cost approximately \$1,600,000. The project, carried out by the Housing Authority of the City of St. Petersburg, resulted in the completion of 446 dwelling units.

Through various government agencies, approximately \$4,000,000 of federal funds was spent in St. Petersburg during the Great Depression, in addition to the money spent at Bay Pines.

Special mention must be made of several projects completed with government assistance.

St. Petersburg Junior College Gets a New Home

Because of the Florida crash in 1926, St. Petersburg got its Junior College, the first in the state of Florida. And because of the Great Depression in the Thirties, Junior College got a new home. Here's how all that happened.

After the Florida bubble burst, many St. Petersburg families which normally would have sent their children to colleges and universities in

other towns for higher education, no longer were financially able to stand the expense. So the children remained at home.

George M. Lynch, then superintendent of schools, deplored the fact that St. Petersburg's youth was being denied an educational opportunity and he began advocating the establishment of a junior college. He talked the matter over with the editors of the St. Petersburg newspapers, members of the city's library and advertising board, and the county school trustees. He was given hearty support. The school trustees promised classroom space and the city officials agreed to appropriate \$10,000 a year, to be taken out of the advertising and library board fund, so that the college could become accredited.

This was all that Lynch needed to get the college started. The first classes were held in the fall of 1927 in the east wing of the senior high school building. Lynch became the first president of the institution. The first board of governors consisted of Mrs. H. C. Case, Frank Robinson and Robert Walden, the county school trustees, and L. C. Brown and Frederick Francke, members of the city library and advertising board.

During the first semester, the college had an enrollment of 111. The faculty consisted of fifteen members, over half of whom served only as part-time instructors. They were: Lynch, supervising director; W. W.

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Little, dean; Frances L. West, science; William A. Gager, mathematics; Augusta B. Center, speech; Robert B. Reed, history; L. A. Herr, mechanical arts; Gertrude Porter, English; Annie Brackett, foreign languages; Marguerite Blocker Holmes, English; Fred K. Stewart, athletic director; Gertrude Cobb Miller, music; Vera M. Dumas, education; Walter Ervin, social science, and A. T. Glisson, Spanish.

The need for separating the junior college from the high school soon became apparent to both the faculty and the students. Therefore, at the beginning of the second semester, President Lynch moved the college to the old high school building at the head of Second avenue north, on Fifth street.

During the Thirties, enrollment in the college increased rapidly, so rapidly that the need for a larger building became imperative. The chemistry laboratory had been moved, because of a lack of room, to the senior high school building, twenty-seven blocks away. The music and art departments were in the vocational school building. And chapel services had to be held in First Avenue Methodist Church.

On May 5, 1937, the college obtained from the city twenty-five acres of land in Eagle Crest, acquired in a tax settlement deal. A campaign to raise funds to erect a modern college building was launched late in December, 1938. The campaign chairman was L. C. Brown, publisher of the Independent. Within the next few months, a total of \$86,061 was subscribed. The federal government, through WPA, then allocated \$114,003 to the project and construction of the building was assured.

Ground was broken August 14, 1939, and actual construction work was started by WPA on October 27, 1939. College classes were transferred to the new building on January 5, 1942.

The new building, valued at \$350,000, is a Mediterranean type structure especially adapted to Florida climate. It includes completely equipped laboratories, and classrooms. A cafeteria and Student Union building, later built, are located in the next block. The library was deemed worthy of a special grant from the Carnegie Endowment Fund and now lists more than 10,000 volumes.

By 1939-40, the college enrollment had increased to 420 students. Enrollment dropped during the war, as it did in all colleges. The low mark was 116. Beginning in September, 1939, however, the college entered into civilian pilot training in cooperation with the government. 181 students were trained to qualify as private pilots. Later under the War Training Service Program, Navy V-5 aviation students were trained, a total of 652 pilots receiving one phase of their training at the college. In fall of 1947, the college was operating at full capacity with a total enrollment during the preceding year of 524 students, approximately fifty

per cent of whom were veterans studying under the G. I. Bill. The faculty in the fall of 1947 had twenty-nine members.

Robert B. Reed, first dean of the college, became president upon the death of President Lynch in 1935. He served until he died, in the fall of 1944 when Dr. Roland A. Wakefield, present head of the institution, was elected to the presidency.

Accreditation of the college came early in its history and has been continuous since 1931. This accreditation signified that the college was accepted as a member of the Association of Standard Colleges and therefore is privileged to transfer its credits to other accredited institutions of higher learning. Today the junior college is basically a liberal arts college offering courses in instruction transferable with full credits for the first two years of standard college work.

Getting Prepared for Air Travel

St. Petersburg was a 'twitter on Saturday, February 16, 1912. W. L. Bonney, the "dare-devil aviator", had brought a brand new Wright bi-plane to town, had assembled it, and was going to fly that afternoon—make the first flight ever made anywhere on Pinellas Peninsula. Not only

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was he going to fly but he was going to loop the loop, do the figure eight, and make the Dutch roll! No wonder St. Petersburg was excited.

The "airport" used by Bonney was a spit of sand extending out into Tampa Bay at Bayboro Harbor, made while the harbor was being dredged. His "hangar" was a tent. Ropes had been extended around the landing field and people who wanted to witness the flight were supposed to pay an admission fee—25 cents for adults, 15 cents for children.

Early in the morning, the crowds began gathering—men, women and children. Everyone wanted to see at first hand one of those weird contraptions which defied all the laws of gravity and actually soared through the air. But only a few persons paid the admission fee to get onto the flying field. Almost everyone preferred watching the flight from vantage points along the waterfront. The tops of buildings were crowded and so were all the piers. Hundreds went out in launches to witness the flight from the bay.

Bonney collected only \$186.75. He had spent five times that amount and was disappointed. However, he flew regardless. His plane roared off the sand spit, skimmed along the water, and, after a few breath taking moments, began making altitude. It rose about 200 feet in the air and then slowly descended, landing on the waterfront near the Electric Pier. The flight took about two minutes. Bonney did no stunt flying. His public explanation was that one cylinder of his four-cylinder motor was missing and that he wasn't getting enough power to try any stunts. But he told his friends that he had no intention of losing money and risking his neck besides. A week later he left the city.

St. Petersburg received national publicity early in 1914 through the establishment of the St. Petersburg-Tampa Airboat Line, the first commercial airboat line in the world, by the Benoist Aircraft Company, of St. Louis. The line was promoted by P. E. Fansler, an aviation enthusiast, and was made possible by donations totaling \$2,400—\$1,200 by the Chamber of Commerce and \$1,200 from public-spirited citizens.

The Benoist company brought the first plane here December 31, 1913. It was hastily assembled that afternoon on the North Mole and Tony Jannus, the company's star pilot, took it up for a trial flight. J. G. Foley, brave man that he was, went up as a passenger, thereby gaining the distinction of being the first St. Petersburg man to see the city from the air.

On January 1, 1914, the first flight to Tampa was made. An auction was held to determine who would make the first trip and A. C. Pheil won, paying \$400 for the privilege. The flight took twenty-three minutes; the return trip was made in twenty minutes. History had been made—St. Petersburg and Tampa had been joined by an air line!

The first woman who made the Tampa trip was Miss Mae Peabody, of Dubuque, Ia., who flew on Friday, January 2. The first shipment of

freight was carried by the plane on January 12 when Swift & Co. sent 22 pounds of ham and 18 pounds of bacon to a grocery in Tampa.

Two more planes were brought to St. Petersburg during January by the Benoist company. But the airboat line was not a financial success. After six weeks it was discontinued and Pilot Jannus left the city. Before he left, however, he taught a St. Petersburg man to fly—Bird M. Latham, then manager of the St. Petersburg Electric Light & Power Co. Latham became so expert that he "turned professional". He bought the plane and took it to Conneaut Lake, in Pennsylvania. Everything went fine until he cracked up one day in landing. Soon afterward he sold the plane—and returned to the power company.

Jannus went to Russia for the Benoist company during World War I and was killed on October 12, 1916, while testing a plane.

The first aviator who established a permanent base at St. Petersburg was Johnny Green, one of the nation's pioneer birdmen. During World War I, Green trained navy pilots and when the war was over came to St. Petersburg. He brought with him a hydroplane, leased land on the North Mole from the city and put up a hanger. Green became one of St.

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Petersburg's most colorful characters. Light-hearted and gay, he won a host of friends. During the years which followed, thousands of home folks and tourists went up with him for their first flights. Green never had a serious accident, even though he took many chances and despite the fact that his plane "Sunshine" looked as though it might fall apart at any moment. Later he bought a modern plane but he said he never liked it half as well as he did his ancient Jennie. Green is now dead—but he will be long remembered by St. Petersburg's old timers.

St. Petersburg's first native-son flyer was Albert Whitted, son of Mr. and Mrs. T. A. Whitted, pioneer St. Petersburg residents. Born in St. Petersburg February 14, 1893, he attended public schools and then started a motorcycle shop. On March 17, 1917, he enlisted in the naval aviation corps and became one of the first 250 pilots, his pilot's number being 179. He was commissioned as a lieutenant on September 25, 1918, and served as chief instructor of advanced flying at Pensacola. Later he was placed in charge of naval maneuvers at Guantanamo Bay, Cuba. In December, 1919, after being discharged from the service, he returned to St. Petersburg with his plane "Bluebird" and began commercial flying. Hundreds went up with him for flights. During the summer of 1921 he built the "Falcon" at Pensacola and brought it back to St. Petersburg the following winter. On August 19, 1923, Lieutenant Whitted was killed with four passengers when the propeller of the "Falcon" broke while making a flight near Pensacola. His death was mourned by the entire city.

During the boom days of the Twenties, many St. Petersburg men became aviation enthusiasts and a number bought their own planes. One of the most popular was Bob C. Smalley, a handsome, curly-haired fellow who had come to St. Petersburg with his family in 1900 when he was four years old. He became one of the city's most successful business men. After he was married on January 1, 1921, to Cornelia Ross Dulin, the couple started on their wedding trip by flying to Tampa in a plane piloted by Whitted, accompanied by friends in two other planes. Smalley was killed January 9, 1931, in an airplane crash at Miami.

The rapid development of commercial aviation following World War I soon made St. Petersburg realize that the city needed an air field if it expected to keep abreast of other leading Florida cities. One of the first to recognize this need was Walter P. Fuller, developer of the Jungle. With R. L. Piper, of Tyrone, Pa., Fuller established the Piper-Fuller Flying Field at the Jungle, each man providing 130 acres of land. The field was dedicated with elaborate ceremonies on Thanksgiving Day, November 25, 1926, the same day the Recreation Pier was dedicated.

The Piper-Fuller field was decidedly better than no field at all but it did not satisfy St. Petersburg. A movement was soon started to get a municipally-owned field, closer to the center of town, with better runways and operational facilities. Soon after John N. Brown was elected mayor,

in 1928, he appointed an aviation committee to study the problem. The committee consisted of A. F. Thomasson, Frederick R. Francke, James Luchin, W. P. Hunnicutt, and Bob C. Smalley. After considering all available sites, the committee recommended using a section of the filled land on the waterfront, north of Bayboro Harbor. On October 12, 1928, the city council accepted the committee's recommendation and passed a resolution to call the new field the Albert Whitted Municipal Airport, in honor of Lieutenant Whitted.

Despite the enthusiasm aroused by the establishment of the airport, its development proceeded slowly. During the spring and summer of 1929, one short runway was completed and on September 10, 1929, a contract was awarded for the construction of a blimp hangar to cost \$33,062. The hangar was built to house one of the blimps built by the Goodyear Tire & Rubber Company, of Akron, O. An arrangement to bring the blimp here had been made by John Lodwick, St. Petersburg's star publicity man. The hangar was completed late in December and the blimp "Good-year" was brought here early in January. On clear, calm days the "Good-year" floated majestically over the city; on days when brisk winds were blowing, the blimp was kept in the hangar. The reason the city paid for a blimp hangar instead of an airplane hangar was that in those days many persons believed that airplanes soon would be driven from the air by lighter-than-air craft.

Little was done at Albert Whitted field for several years after the hangar was completed. The Great Depression had hit in all its somber fury and the city had no money to spend for "luxuries". Not until 1933, when St. Petersburg began planning projects to provide work with federal assistance for the unemployed, did the airport come back into the picture. Its development was given top priority. As a result, work was continued almost without interruption all through the Thirties, first by CWA, then by FERA, and finally by WPA. The field was greatly enlarged by pumping in sand from the bay, concrete runways were constructed, lights were installed, and more hangars built. Up to June 30, 1943, a total of \$734,381 had been spent on the airport. Of that amount, the federal government had spent \$528,276 through CWA, FERA and WPA and also through CAA—the Civil Aeronautics Authority. The city spent \$206,105, a large part of which was for the use of equipment. Two large contracts for the airport later were awarded by the navy. They totaled approximately \$500,000—the exact figures are not available.

The airport became the home of National Airlines shortly after real development of the field was started. The airline had a humble beginning. It was started on October 15, 1934, when G. E. "Ted" Baker began making a daily round-trip flight between St. Petersburg and Daytona Beach in a single-motored Ryan monoplane. The airline then had five employes, including Baker, its founder. Service was extended from

Daytona Beach to Jacksonville on November 19, 1934. In March, 1935, the Ryan monoplane was replaced by a twin-motored Stimson Airliner. During the winters of 1935-36 and 1936-37, a twice-weekly service was maintained between St. Petersburg and Miami and a daily service between the two cities was started on July 15, 1937. Late in the Thirties Baker moved the operational headquarters of the airline to Jacksonville and later to Miami.

The United States Coast Guard began using the airport as an air station in 1935 and has used it continuously ever since. (See Index: U. S. Coast Guard). The field also has been used continuously by flight instructors and by private flyers and in 1947 more than fifty planes were stored in the hangars which also were being used for administrative offices, classrooms and shops. In 1945, U. S. Airlines, headed by Harry R. Playford, established a base there; later it was moved to Pinellas County Airport, which had longer runways.

A suit to enjoin the city from using the field was filed early in 1946 by H. L. Brooks and other south side property owners. They contended that the airport was a nuisance, and a menace, and tended to decrease south side property values. Circuit Judge T. Frank Hobson ruled in favor of the city on October 10, 1946, and on July 8, 1947, his ruling was upheld by the State Supreme Court.

Late in the Thirties, airlines began using planes which required longer runways than could be built in the limited ground space available at Albert Whitted Airport. St. Petersburg aviation enthusiasts then began assisting, and taking a leading part, in a movement to establish a Pinellas County airport so situated that it could be used by all the cities and towns on Pinellas Peninsula.

A site for such an airport, nine miles north of St. Petersburg on Old Tampa Bay, was selected late in 1939 by Col. A. B. McMullen, head of the airport division of the CAA, and shortly thereafter the county commissioners took steps to acquire the necessary land. Thirty-one separate parcels, comprising 710 acres, were ordered condemned. On February 6, 1941, a \$492,210 construction project was approved by the federal government, WPA to spend \$164,676, Pinellas County, \$76,534 and CAA, \$251,000. Work was started by WPA on April 10, 1941, by a force of nearly 200 men.

Before the airport was completed it was taken over by the army and converted into a training field for fighter pilots. Approximately 600 more acres of land were acquired, the runways were extended, landing strips and taxi-ways constructed, a control tower was installed, and living quarters provided for 1,500 men. The first contingent of flyers arrived August 26, 1942. The field was deactivated by the army October 1, 1945.

Since being returned to the county, the airport has been converted into a commercial field, special provision being made for handling cargo and passengers from foreign countries. Customs and immigration centers were established, a deep freezing and chilling plant constructed, and warehouses provided for air cargo. Air cargo service was inaugurated in the summer of 1946 by U. S. Airlines. Aerovias Latino Americanas, a Central American airline, inaugurated the first air cargo service from Central America. Other airlines which later provided inter-American freight services included American Airlines, Willis Air Service, International Freight, Air Cargo Transport, Flamingo Air Service, and Southern Air Express. The National Airlines began using the airport for passenger service in November, 1945. James E. Mooney, director of the Bureau of Aeronautics for Pinellas County, has been in charge of operations at the airport since it was returned to the county. In 1947 the field had three 5,000-foot runways and one 4,000-foot runway and a seaplane channel 150 feet wide and seven feet deep.

Bartlett Park Is Created—and Beautified

St. Petersburg's development to the south was retarded for more than fifty years by a little stream called Salt Creek which meandered northeastward from Lake Maggiore to Tampa Bay.

Salt Creek itself was small but along its entire length a wide marsh extended, overflowed by salt water at high tide and more than a little

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odiferous at low tide. East of Fourth street the marsh was filled in about 1909 by C. A. Harvey when the first dredging was done to make Bayboro Harbor. West of Fourth street, however, the marsh remained as it always had been. And, as the years passed, it rapidly became more unsightly. The only purpose it served was for use as a graveyard for jalopies.

Most of the marsh land west of Fourth was owned by A. F. Bartlett. During the boom years, the city paved the streets on all sides of Bartlett's property and the paving assessments amounted to nearly \$70,000. Bartlett protested, saying the assessments were more than the property was worth. He did not pay them.

Early in the Thirties, the South Side Civic and Protective League began urging the city to acquire the property and develop it as a park. Leaders in the movement were Mrs. George E. Cole, Walter J. Johnson, Tom D. Orr, A. C. Mellen, Judge J. C. Maurer, P. J. Wilhelm, Louis Lippman, William Clark, Edward Bates and H. F. Atwood.

Spurred on by the league, city council in 1933 made arrangements with Bartlett for taking over the property in a tax-settlement transaction, the city getting about thirty acres. The land was surveyed and plans were made for developing it as a park, the work to be done as one of the projects for providing jobs for the unemployed. An initial federal grant of \$17,500 was made through CWA late in 1933 and dredging of the marsh was started. In 1934, the government allocated \$25,780 for the project through FERA. The first WPA allotment was made in August, 1935. It amounted to \$105,995. Work on the park was continued all through the depression years and the once unsightly marsh was finally transformed into one of the most beautiful parks in the city. The entire project cost \$242,812, of which the government spent \$199,023 and the city \$43,789.

The park was named Bartlett Park partly because A. F. Bartlett had been the owner of the land and also because he had been one of St. Petersburg's most public-spirited citizens.

Development of the park was continued by the St. Petersburg Park Board after WPA passed out of the picture. It is now one of the city's leading recreation centers. It has a clubhouse, twenty-six shuffleboard courts, ten of the best clay tennis courts in the state, three diamond ball fields, and a baseball field.

A New City Hall Which Isn't a City Hall

During the first thirteen years of St. Petersburg's existence, the town fathers didn't have a place to meet which they could call their own.

The town councilmen met wherever they could hang their hats. Their first meetings were held in the office of the Weekly South Florida Home, St. Petersburg's first newspaper. Later they moved to the office of the St. Petersburg Times after the editor, J. Ira Gore, was elected

tax assessor. At other times they met at the Orange Belt Investment Company's building and at the St. Petersburg Cash Store. The councilmen were always on the move.

The town marshal was a little better off. In the summer of 1892, soon after the town was incorporated, a town "calaboose" was built on the alley between Central and First avenue south, a little east of Fourth street. The calaboose cost all of \$37.68. It was only eight feet wide and twelve feet long but it was large enough to hold all the town's law-breakers. Usually it was empty and, on rainy days, the marshal spent much of his time there. If the calaboose had "guests," the marshal wandered the streets—or remained at home.

Late in the Nineties, St. Petersburg got another town-owned building. It was a shed at the southeast corner of Central and Fifth, erected to house the hose-cart and hand pump of Alert Hose Company No. 1. The shed was so small that it made little impression on the public and few old timers remember that it existed. But it did—and was used for several years. The volunteer firemen didn't like it—the shed was such a tiny structure that the volunteers couldn't use it even as a place to loaf.

After St. Petersburg was incorporated as a city in 1903, a movement was launched to get a city hall. The civic boosters contended that a community large enough to be a full-fledged city surely was large enough to have a city hall where official business could be transacted. Covetous eyes were cast at a building erected on the northeast corner of Fourth street and First avenue south a few years before by E. H. Tomlinson. The structure was a mammoth affair and had been built by Tomlinson as a manual training school annex. It boasted a large auditorium where the cadet corps and the fife and drum corps practiced, and meetings were held. The youngsters also used it as a gymnasium.

The annex served a public need but the city fathers decided that it would serve an even better purpose if it could be obtained for use as a city hall. Negotiations were started with Tomlinson and, after months of discussions, he reluctantly agreed to sell the property—for \$5,000 in cash and another \$5,000 to be paid \$100 a month. The deal was completed late in December, 1905.

Early in 1906 the city took possession of the building. Quarters for the volunteer fire department were established in the northwest corner and an office for City Clerk W. F. Divine, St. Petersburg's entire "city hall staff", was opened in the southwest corner, next to the railroad tracks. Besides serving as city clerk, Divine also was clerk of council, tax collector, license collector, collector of water rents, registration officer for city and county, collector of dog licenses, and collector of paving certificates. In his idle moments he issued building permits and also marriage licenses. He was even authorized to perform marriage ceremonies.

In the beginning, the city used only the front of the building. But, as the city's business expanded, more and more of it was occupied. To utilize the building to the best possible advantage, it was remodeled time and again. But when the Big Boom got underway, it was obvious that a larger, better building was needed. There was much talk of selling the site, then valued at more than half a million dollars, and using the money to build the kind of a building needed. But nothing was done. Then came the Florida crash and for a few years all thought of a new city hall was forgotten.

During the mid-Thirties, when the city was beginning to extricate itself from the financial quagmire into which it had fallen, talk of a new city hall was revived. Efforts were made to get it built as a work-relief project. However, because of government regulations, WPA couldn't approve it—the federal government wasn't building new city halls for any city, for reasons which aren't exactly clear.

But city officials didn't give up the fight. And arrangements finally were made during 1938 to obtain a loan of \$175,000 from the Public Works Administration, revenues from the public utilities being pledged to repay the loan. The balance of the money needed to erect the building was to be taken out of an accumulated surplus in the public utilities funds. The site chosen was the southeast corner of Fifth street and Second avenue north which the city had purchased in 1893 as the location for the first city-owned school.

A contract for the construction of the building was awarded December 17, 1938, to R. E. "Rube" Clarson, who submitted the low bid of \$284,450. The new building was dedicated November 28, 1939. Mayor Ian V. Boyer was master of ceremonies and Congressman J. Hardin Peterson was the principal speaker. One of the features of the ceremony was a flag presentation by the General Wood Camp No. 8, U. S. W. V., under the direction of Camp Commander Warren A. Wright. The total cost of the building, including equipment and furnishings, was \$389,415.

For all practical purposes, the new building is St. Petersburg's City Hall. But because the money to build it came out of the public utilities, the federal government insisted that it be the public utilities' building. And that is what it is—the Administration Building of the Public Utilities.

St. Petersburg Again Moves Forward

Some time during the mid-Thirties—no one knows exactly when—the United States passed through the crisis of its Great Depression illness. Strangely enough, the turn for the better came while WPA rolls were at their peak. But the psychology of the nation changed. People no longer prophesied dismally that the country was going to the dogs or that a "revolution of the proletariat" was just ahead. They began to look to the future with renewed confidence.

The improvement throughout the nation was reflected in St. Petersburg. The number of winter visitors showed a marked increase during the season of 1935-36 and a still larger increase during the season following. Bank deposits increased rapidly. Venture capital began coming out of hiding. Business places began taking on more employees.

Proof of the better times was shown by the increase in building permits. During 1933 the permits for new construction sank to \$391,650—for the entire year and for the entire city. During 1934 they totaled only \$681,900. During 1935, the permits climbed to \$1,521,354, during 1936 to \$2,000,960, and during 1937 to \$3,075,476. No increase was shown during 1938—that was the year of the “national recession”. The permits that year were just about equal to the year before—\$3,017,251. But during 1939, they shot upward again—to \$4,657,419, and during 1940, to \$6,330,000.

Those figures, dry though they may be, provide convincing proof of St. Petersburg’s rapid economic recovery from the crippling blows of the Great Depression, the worst in the nation’s history.

The recovery, far more rapid than that of most cities, did not come by chance, or even because of St. Petersburg’s appealing attractions. It was largely due to the indomitable spirit of St. Petersburg’s citizens. Even during the worst of the depression they did not sit down and bemoan their fate, even when the banks closed and the city itself went bankrupt. Instead of weeping and wailing, they kept planning for the future. They

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gave wholehearted support to the Chamber of Commerce in all its moves to make the city forge ahead again. They insisted that the city keep advertising to attract more visitors, even though it often seemed as though money spent for advertising was money wasted. It wasn't. The advertising paid for itself many times over. It kept the Sunshine City before the nation—and swelled the flow of winter visitors at a time when winter visitors were needed more than they ever had been before.

Mention must be made of an important project completed during 1939. Treasure Island Causeway was constructed, thereby extending Central avenue to the Gulf of Mexico. Such a causeway had been talked about ever since West Central was opened in 1914. But it remained for the City of Treasure Island to make the causeway a reality. The city obtained a loan of \$696,000 from the Reconstruction Finance Corporation and construction was started on December 6, 1938. Those who secured the loan were E. H. Price, Ralph Millikin, Mayor Henry Wallace, and Commissioners William Royston Brown and F. C. Bennett. The causeway was completed less than a year later at a cost of \$1,046,000 and was formally opened November 15, 1939. A toll of ten cents was charged for passenger cars and twenty cents for trucks.

The Colored People Get Jordan Park

Three years after the close of the Civil War, the first colored people came to lower Pinellas Peninsula. They were John Donaldson and Anna Germain, employes of Louis Bell, one of the pioneer settlers. John was Bell's hired man and Anna was Mrs. Bell's housekeeper. Both were former slaves. Within a year after they came here, they were married but they continued to work for Bell.

Donaldson was a hard worker and thrifty. He saved his money and in 1871 bought forty acres of land on what is now Tangerine avenue, paying 90 cents an acre. He cleared and fenced five acres and planted it in sugar cane, sweet potatoes and garden truck. He also bought some cattle and hogs and set out a small orange grove. Before many years passed, Donaldson was considered one of the "best well off" settlers on the lower peninsula and he and his family were respected by all their white neighbors. The Donaldsons had four children, all of whom later married and had families.

For many years the Donaldsons were the only Negroes on the Point. No others came until the Orange Belt Railway was constructed in 1888. The railroad employed many colored men for grading the right-of-way and laying the ties and track and, after the railroad was completed, about ten of the men remained in the newly-founded St. Petersburg. They brought in their families and established the first colored community, along Fourth avenue south between Seventh and Ninth streets, south of the railroad tracks. The community became known as Pepper Town. Most

of the men worked as day laborers and many of the women became servants for white families.

As St. Petersburg grew, more and more colored people drifted in, particularly after the city began paving streets, laying sewers, developing parks, and making other public improvements. The influx was especially heavy during the "boomlet" of 1912-14 and the Big Boom of 1921-26. The demand for colored day laborers was so great at that time that many of the big contractors sent agents into Georgia and Alabama to get recruits. The agents offered such high wages that several thousands Negroes were induced to come to St. Petersburg. After the crash, many returned to their former homes but hundreds remained.

The original colored community never became large, due to the fact that the surrounding land was occupied early by white residents. After 1900, practically all the newcomers settled west of Ninth street in "Methodist Town," just north of Central, and in the south Booker Creek "valley". Later, another colored community sprang up in the neighborhood of Twenty-second street and Eleventh avenue south. In these sections, the Negroes had their own stores, churches, meeting places and schools. Since 1900, the Negro population has remained practically constant at 20 per cent of the city's total population.

Relatively few of the Negroes built or bought homes of their own. Practically all of them lived in rented quarters, owned by white people. The incomes of most of the colored people were low and, consequently, they were unable to pay high rents. And since they couldn't pay high rents, the living quarters provided for them were "modest" indeed. Practically none of the houses were painted and only a few had plumbing. A large percentage of the houses were nothing but tumble-down shacks, hardly fit for cattle to live in. Slum districts developed which were a disgrace to the community.

Shortly after World War I, a number of movements were made to eliminate the worst of slum areas and provide decent houses in which the colored people could live. But the movements died almost as soon as they started. The general public was apathetic and some of the landlords who rented quarters to the Negroes had enough political influence to prevent city officials from condemning even the worst of the hovels.

This condition prevailed until 1937 when Congress passed the Wagner-Stegall Housing Bill and the federal government, through the U. S. Housing Authority, began financing low-cost housing projects throughout the country which served the combined purpose of eliminating slums and at the same time providing decent living quarters for people in the lowest income groups.

Progressive groups in St. Petersburg joined in demanding that efforts should be made to secure a federal appropriation for a St. Petersburg project. The Housing Authority of the City of St. Petersburg

was formed December 1, 1937, with Walter G. Ramseur as chairman and W. K. Cleghon as vice-chairman. Other commissioners were Edwin B. Ellis, Perry R. Marsh, and A. E. Corfar. Emil A. Norstrom was appointed executive director and secretary-treasurer, January 15, 1938.

On May 23, 1938, the city council agreed to eliminate one slum unit for each unit built by the housing authority and on August 10, 1938, a loan contract was made with the U. S. Housing Authority in which \$959,000 was allocated for St. Petersburg. A tract of 26 acres was acquired in the Twenty-second street section and on April 26, 1939, work was started on the construction of 242 dwelling units. The development was called Jordan Park. The project was completed in April, 1940, and the first Negro family moved in on April 11. The entire cost of the project, including land and equipment, was \$957,752.

After the first project was completed, members of the local housing authority tried to reach an agreement with the city council regarding a second project, particularly in regard to utility rates charged tenants in Jordan Park. A bitter fight developed and, in July, 1940, the city council passed a resolution with amendments not acceptable by the federal government and which, for all practical purposes, made a second project impossible.

This action by the council aroused a storm of protest. The St. Petersburg League of Women Voters spearheaded a drive to force the council to submit the issue to the people. The Chamber of Commerce, Merchants Association, Board of Realtors, Ministerial Association, and Hotel Men's Association joined in the fray, all favoring a second project. Blank petitions demanding a referendum vote were carried in both newspapers. A volunteer force of 225 workers carried petitions, and obtained signatures, in all parts of town. Public meetings were held. Within less than two weeks, 4,307 signatures were secured, far more than were needed. On August 13, the council agreed to calling for a referendum, to be held September 24.

Then followed five weeks of hectic campaigning. Both newspapers gave the housing project their full support. Stormy public meetings were held at which proponents and opponents of the projects voiced their views. The proponents argued that the projects were necessary for the welfare of the entire city; the opponents insisted that they constituted unfair competition to private property owners and were definitely "socialistic." When the referendum was held, every district in the city voted in favor of the projects, the total vote being 2,731 to 2,081.

A contract for the second project, to contain 204 units, was let late in 1940 and it was completed on October 25, 1941. The entire cost of the project including equipment was \$636,000. All the units were occupied within a week and have remained occupied. There has been a long waiting list for units ever since.

The housing authority declared in its seventh annual report: "Jordan Park has become a garden spot in an otherwise drab section; it has become a tradition in the city. The dwellings in it are known for their cleanliness; the well-kept lawns and shrubbery advertise the pride the tenants take in their new homes; the orderliness and community spirit of the people are evidences of better citizens . . . Jordan Park has established a standard which has been reflected in improved conditions in privately owned housing in other Negro communities in the city. We believe Jordan Park is a social success."

St. Petersburg During World War II

Like the rest of the nation, St. Petersburg was stunned on December 7, 1941, when radios flashed the news that the Japanese had bombed Pearl Harbor—and that the long-dreaded war finally had started. From that day until mid-summer of 1945, when Japan surrendered unconditionally, St. Petersburg's people subordinated everything to the main task of aiding the nation in its hour of crisis—and praying that the lives of their loved ones in the armed services might be spared.

A total of 9,820 St. Petersburg men, 21 to 35 inclusive, registered for the first draft on Wednesday, October 16, 1940. Many others signed in subsequent drafts. Before the war ended, 6,473 were inducted—

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5,006 white and 1,467 colored. It is estimated that at least 1,100 others volunteered for service before registering. In other words St. Petersburg, with a population in 1940 of 60,812, had more than 7,500 men and women in service.

Before the war ended, St. Petersburg men were fighting—and dying—in all parts of the world, from the fog-shrouded rocks of the Aleutians to the jungles of New Guinea and the bloody battlefields of Italy, France and Germany. Rarely did a week pass without news being received of a St. Petersburg youth making the supreme sacrifice.

It was little wonder, therefore, that St. Petersburg people did not complain about the seemingly endless red tape and inconveniences of all forms of rationing, about restrictions against traveling, or about going short occasionally in a few items of food. Their only thought was: "Will our boys come home again?" And, as soldiers on the home front, they buckled down to the job of putting over war bond and Red Cross drives, and doing everything else within their power to hasten the war's end.

However, St. Petersburg people were not so engrossed in the war that they disregarded the interests of the city. Civic leaders and city officials realized long before war was declared that if the United States became involved in the world conflict, as appeared inevitable, St. Petersburg might be seriously affected, just as it had been during World War I. War would mean restrictions on travel; travel restrictions would mean fewer winter visitors. And if many winter visitors stayed away, the city would stagnate.

St. Petersburg had no large industrial plants which could be converted to produce goods needed in the war effort. Its chief business was, and always had been, housing. Providing living quarters in which winter visitors could stay—hotels, apartments and houses. These the city had in abundance. If the living quarters could be kept filled, or even partly filled, St. Petersburg could weather the war. If not, the city might suffer disastrously.

St. Petersburg's problem, therefore, was to convince the government that its housing accommodations were an asset worth considering; that if servicemen were brought to the city for training, St. Petersburg could and would provide places for them to stay. The servicemen could live in quarters which in normal times were occupied by tourists. St. Petersburg had room for thousands of men.

Obviously, St. Petersburg had something worth while to offer the government. Strangely enough, however, the government was not easily convinced that it should take advantage of the offer. An aggressive campaign, led by the Chamber of Commerce and city officials, and assisted by Congressman J. Hardin Peterson, had to be waged before Washington officialdom took action. But when it did, it moved fast.

In the spring of 1942 city officials were notified that St. Petersburg had been selected as a basic training center for the army air corps technical services. And almost before arrangements could be completed to provide the housing facilities promised, thousands of men began pouring in, from all parts of the country. Every large hotel in the city except the Suwannee and many smaller ones were taken over by the air corps. The Suwannee was left for civilians.

By mid-summer of 1942, more than 10,000 air corps recruits were in St. Petersburg; by early fall, the number had passed the 20,000 mark. The city was filled. Then word came that 15,000 more men would soon arrive. There were no more hotels to occupy so a tent city was established at the Jungle.

For more than a year St. Petersburg was filled with the air corpsmen. They marched and drilled in the streets, and in the parks. They had classes out in the open, along the waterfront and anywhere else they could find room. Few of the men remained more than a month. Probably no one knows exactly how many came to the city altogether—the total probably was 100,000 or more. The peak at any one time was 38,664. By mid-summer of 1943, only a handful remained. But by that time, St. Petersburg had become one of the leading maritime service training stations in the country. The development of that station is worth tracing. It started long before anyone dreamed of World War II.

The Coast Guard Comes to St. Petersburg

St. Petersburg may have bootleggers to thank for the establishment of a base of the U. S. Coast Guard in the city. Back in the Roaring Twenties, after prohibition had become the law of the land, smugglers brought vast quantities of contraband liquor into the Tampa Bay area. To catch the smugglers, the Coast Guard established a base on the north side of Bayboro Harbor. Patrols were conducted by eight cutters and eight smaller boats. How many smugglers the Coast Guard caught is not a matter of record. And it does not matter now. What's important is that the base was established.

After prohibition was repealed, in 1933, the base was decommissioned. But in 1939, when the shadows of war began to fall on Europe, the Coast Guard was assigned the task of training merchant seamen for the U. S. Merchant Marine. And one of the first places chosen for a training station was the Coast Guard's former base at Bayboro Harbor. Offices were opened in the Coast Guard warehouse and, a month later two training ships with 250 apprentice seamen aboard arrived from New York. They were the *American Seaman* and *Joseph Conrad*.

As war became more and more imminent, the need for a larger base became apparent. Bulkheads were erected around a large area east of

the existing base and into the enclosed area, dredges pumped sand, creating land. This done, a large building was erected. Berthing space for training ships also was provided.

During the summer of 1942 the Coast Guard was assigned to aggressive warfare and the task of training merchant seamen was taken over by the U. S. Maritime Service. By that time the demand for merchant seamen had become so great that the training base had to be enlarged. A new building was erected to house 800 more men. A classroom building, containing twelve classrooms and various offices, also was erected. Both buildings were ready for use by January, 1943. Four downtown hotels which had been used by the army air corps, and released, were taken over later. During the entire war period, 25,661 men were trained at the station.

The U. S. Maritime Service also manned and supervised the Army Transportation Corps Marine Officers Cadet School opened in August, 1943. This school trained 2,400 men as junior deck and engineer officers for the Army Transport Service.

The training station began operating on a peace-time schedule in July, 1946, under the direction of Capt. H. J. Tiedeman.

The U. S. Coast Guard Air Station

Although the Coast Guard relinquished the task of training merchant seamen during the war, it did not leave St. Petersburg entirely. It continued to maintain its air station.

The station was established in 1935, the actual construction and early maintenance being a WPA project. A ten-fold increase in personnel and activities followed the outbreak of the war. Aircraft were increased in number from five planes in 1940 to include at the peak of the war, nine Kingfisher Scouting planes, five Martin Mariners, and five Catalina amphibians. The task outlined by the Navy Department for the air station was primarily one of anti-submarine warfare consisting largely of night patrols in the Gulf of Mexico.

In 1947 the air station had returned to its peace-time task of saving lives and property and the enforcement of maritime law.

U. S. Navy Section

German U-boats were a deadly menace to merchant ships bound for England for many months before the United States entered World War II and for a long time thereafter. To combat the menace, Congress authorized the establishment of 31 navy section bases along the coasts of the Gulf of Mexico and the Atlantic Ocean. Frederick R. Francke, then serving as the city's liaison officer with the armed forces, succeeded in having one of the bases located in St. Petersburg.

Land required for the base was secured on the south side of Bayboro Harbor and a contract for the necessary buildings, costing \$500,000, was awarded by the navy in August, 1942. Work on the buildings was started September 1 and within seven weeks the buildings were ready for occupancy—a record-breaking construction job. The base was commissioned Tuesday, October 27, 1942.

By the time the base got in operation, the U-boats had almost ceased to be a menace in the Gulf of Mexico, scores having been sunk in the relentless warfare conducted by the navy. Ships stationed at the base continued to make patrols, however, until after Germany surrendered. The base was then practically abandoned.

During the winter of 1946-1947, an annex of Mound Park Hospital was established in the main building of the navy base. Provision was made for accommodating forty patients. The first patients were received there November 18, 1946.

War Days Were Busy Days

Throughout the entire war, and for many months thereafter, St. Petersburg was crowded with servicemen. Not only with men who were stationed in the city but with men from the army air bases across Tampa Bay—MacDill Field and Drew Field. Also with fighter pilots who were being trained at the Pinellas County Air Base. And with servicemen from camps all over Florida who came to St. Petersburg on furloughs or leaves to enjoy themselves. The hotels were always filled. On Central avenue there were more men in uniform than there were in civilian clothes.

Wives of hundreds of officers and enlisted men stationed in nearby camps came to St. Petersburg to live. And when the men were ordered overseas, most of the wives remained in the city to await their husbands' return. They rented houses which otherwise might have remained empty. Many houses also were taken by northern families whose menfolk had been called into service, leaving no one to shovel snow or fire the furnace—the families came to live in the Sunshine City until the men returned to do the chores again. The housing shortage became so acute that OPA put a ceiling on rents to prevent profiteering.

The crowded city brought record-breaking business for the stores. And it was business which continued throughout the entire year, not just during the winter months as in normal times.

The city itself profited from the war-time influx. The municipally-owned utilities made greater profits than they had ever made before. And because of war restrictions, the profits could not be spent for improvements, badly needed though they were. Surpluses began to accumulate. Under normal circumstances, such surpluses would have gone into the city's general fund to be used to lower taxes. However,

the city officials were convinced that the surpluses should be conserved for use after the war in making improvements; it would be folly, they said, to use them to cut taxes at a time when almost everyone could pay taxes without being inconvenienced. Ordinarily it would have been illegal to conserve the surpluses. But the city officials joined with other Florida cities in persuading the State Legislature to pass a special act which enabled municipalities to use such surpluses in creating post war funds.

St. Petersburg's post war fund was set up soon after the act was passed in 1943. By the time the war ended, \$1,077,081 had accumulated. None of the money was spent for improvements until after the war ended.

Up to August 30, 1947, appropriations from the fund had been made as follows: Lake Maggiore development, \$125,000; Al Lang Baseball Field, \$278,151; street improvements, \$279,229; waterfront improvements—slips, pier maintenance, and dredging on south side, \$62,240; general park improvements, \$32,900. In addition, \$29,450 was spent to have a master plan drawn by the engineering firm of Smith & Gillespie, of Jacksonville, for a complete St. Petersburg sewer system. An unappropriated balance of \$163,530 remained in the fund on August 30.

"Baseball Ambassador" Lang Is Honored

For thirty years and more, St. Petersburg had an "ambassador of baseball"—a man who took upon himself the task of bringing major league baseball teams to St. Petersburg for their spring training. Also, the job of keeping the ball players and team officials satisfied with St. Petersburg after they got here, and making them want to come back again the following spring.

The man who did all this, because he loved St. Petersburg and baseball too, was Albert Fielding Lang, known by everyone as just plain Al Lang.

Back around the turn of the century, Lang owned one of the largest laundries in Pittsburgh. Ill health made it necessary for him to sell out in 1909 and the next year he came to Florida. He expected to go to Ft. Myers but while waiting for a train in Tampa, he decided to take a trip down the bay and see St. Petersburg. He bought a round-trip ticket and started off. The return ticket to Tampa never was used. Lang liked St. Petersburg so well that he bought a home here—and has lived here ever since.

Lang was elected mayor of St. Petersburg in 1916 and was re-elected in 1918. While in office he performed valiantly for the city, barring push carts and peanut wagons from the streets, forcing through an ordinance prohibiting overhanging signs, and taking the lead in a move-

ment to have all benches on the streets painted green—before that, the benches had been all sorts of colors.

Lang's greatest service to St. Petersburg, however, has been in the realm of baseball. Single-handed almost, he brought the Philadelphia Nationals here in 1916, the Boston Braves in 1922, the New York Yankees in 1925, and the St. Louis Cardinals in 1938. Except during World War II, two teams have trained in St. Petersburg each spring since 1925. As a result, St. Petersburg has received a wealth of publicity in the sport pages and in the movies.

A movement to honor Lang by building a new baseball field and naming it in his honor was started in the late thirties. On September 24, 1940, the citizens of the city voted three to one in favor of locating the field on the waterfront. The entrance of the United States in World War II caused a delay in the project and work was not started until after the war had ended.

Al Lang Field was dedicated Wednesday, March 12, 1947. It was a big day for St. Petersburg. Many of baseball's most famous celebrities, all friends of Lang's, took part in the ceremonies. Included among the speakers were Sam Breadon, who first brought the Cardinals to St. Petersburg; Larry MacPhail, president of the New York Yankees; Grantland Rice, dean of American sports writers; Will Harridge, president of the American League and Mayor George L. Patterson, under

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whose administration the field was built. The field was formally dedicated by A. B. "Happy" Chandler, baseball commissioner, and accepted by Lang, who introduced two of baseball's immortals, Hans Wagner, all-time star shortstop, and Ed Barrow, who brought the first Yankee team to St. Petersburg. William F. Davenport, secretary of the Chamber of Commerce, was master of ceremonies. To christen the new field, the Cardinals played the Yankees, and the Cardinals won, 10 to 5. The game was witnessed by 7,706 fans.

Lake Maggiore Is Developed

In the old days, Lake Maggiore was known as Salt Lake. Old settlers called it by that name because the water in it was salty, the lake being connected with Tampa Bay by Salt Creek. At high tide, water backed up through the creek into the lake.

The name Lake Maggiore first became commonly used when Lakewood Estates was developed during the Florida boom. Almost everyone thought it had been given that name by Charles R. Hall, the Lakewood Estates developer. The truth is, however, that the name is older than St. Petersburg itself. It was applied to the lake in 1884 by William B. Miranda when he helped plat Disston City. On the plat the lake bore the name "Maggiore Lago"—the same name as the famous lake in Italy. When Hall was buying land for Lakewood Estates he probably saw the old Disston City plat, liked the name Maggiore Lago, and proceeded to popularize it.

The ridge land to the north of Lake Maggiore was the most fertile on the lower peninsula and, consequently, many of the first settlers located there. Elsewhere around the lake, however, the land remained undeveloped, partly because it was marshy in places and partly because it had been acquired in the early days by land speculators and was later tied up in litigation.

In 1925, a \$1,000,000 bond issue was voted to buy a large tract around the lake but the owners refused to sell. Later, after the Florida crash, the property was acquired by Sam H. Mann and James R. Bussey.

A movement to acquire the property and develop it as a park was started in 1934 by the Lake Maggiore Park Association, of which L. A. Pickett was president and Aloysius Coll secretary. The Great Depression prevented any definite action being taken. In 1941, however, when the city's financial condition had improved, the movement was revived by Mayor R. J. McCutcheon, Jr. He talked to Bussey and Mann and learned they had just been offered \$75,000 for the tract, and had refused it. The mayor convinced them, however, that the land was badly needed for park purposes and they finally agreed to sell it to the city for \$40,000, with the understanding that \$14,200 in delinquent taxes would be canceled. The transaction was completed December 21, 1943.

Plans for developing the tract, containing 334 acres of land, were completed during the following year and \$125,000 of the post war fund was earmarked for that purpose. Development work was started early in 1947. The plans provide for making the park one of the most beautiful in the entire state by preserving its thousands of palm trees, towering oaks and dense semi-tropical vegetation.

Making Up For Lost Time

St. Petersburg's population increased steadily during the war years and when travel restrictions were removed after the war ended, the city truly spurted ahead. By autumn of 1947, St. Petersburg boosters insisted that the population had passed the 90,000 mark—some said it exceeded 100,000. No one knew for sure.

Conclusive proof that the city was growing, and growing rapidly, was furnished by the city building department. Permits for \$4,488,465 worth of new construction were issued during 1945, the big rush beginning after the Japanese surrendered. During 1946, the permits totaled \$10,972,541. But the end was not in sight. Even more building was started during 1947, the total for the first ten months climbing to \$14,110,934. St. Petersburg led the entire west coast.

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Comparatively few large buildings were included in the gigantic building program, the one outstanding exception being the new Maas Brothers department store building at First avenue north and Second street. Most of the building permits were for houses—hundreds and hundreds of houses. They sprang up everywhere. In the old, settled sections and far out in the suburbs. Altogether, 1635 were started during the first ten months of 1947.

Boom-time subdivisions in which the paved streets had become overgrown with grass, came to life again. During the depression years, pessimists said these subdivisions never would be built up, not in the lifetime of living men. But the pessimists were wrong. Almost all the subdivisions were in the path of the city's growth, simply because the growth extended in all directions. Residential lots which had been a drug on the market for years, again were in great demand.

Two noteworthy developments were started after the war ended. A large section of Snell Isle called Brightwaters, adjacent to the city's most exclusive residential section, was purchased and developed by John B. Green. And, far south on the peninsula, Coronado, Inc., developed Bahama Beach, outstanding because of its beautiful homes.

The post-war growth was not confined to St. Petersburg proper. Pinellas Park and Gulfport also forged ahead. And out on the beaches, the growth was little short of phenomenal, all the way from Pass-a-Grille to Indian Rocks.

The beaches had developed rapidly even during depression years. The main development began late in 1927 after Corey Causeway, Johns Pass Bridge, and a highway along the keys were completed. Thereafter, the growth was steady. So many new sections became built up, and were given different names, that old-timers were hard put to keep track of them—the City of Treasure Island, Boca Ciega, Mitchell's Beach, Sunset Beach, Madeira Beach, Bennett Beach, Sunshine Beach, Belle Vista Beach, Redington Beach, and perhaps a few more. The palm-fringed shores, where picknickers and bathers went in days gone by when seeking solitude were gone forever. Now, all the way up and down the keys, there were cottages, and houses, and apartments, and bathing pavilions, and stores, and hot dog stands, and beer parlors. Yes, the beaches had become developed.

For the City of St. Petersburg, the rapid growth during the war and afterward brought many headaches. The municipally-owned gas plant, and transit system had been outgrown. More sewers had to be laid and water mains. Mound Park Hospital had become so overcrowded that an annex had to be opened in the navy section base. All this meant that large sums of money had to be spent for enlargements, extensions, improvements—everything needed by a growing city. But the problems are being solved—one by one, as will be related by the next person who records the history of the Sunshine City.

CHAPTER 10

THE CITY OF GREEN BENCHES

ST. PETERSBURG'S GREEN BENCHES, found everywhere along the business streets and in the parks, have become famous. They have become nationally known as a symbol of St. Petersburg's unfailing hospitality, its friendliness, and its consideration for the comfort of its home folks and thousands of winter visitors. Whenever and wherever people talk about St. Petersburg, they always mention the green benches, now as much a part of St. Petersburg as its sunshine, its sparkling beaches, or its waving palms.

Back in the old days, St. Petersburg had a few benches scattered around, the same as almost any small town. J. C. "Tine" Williams had several at his general store at Central and Second. So did Blocker's Livery Stable on Second street near the depot. At the turn of the century, several were placed on Central avenue in front of the Lakeview House, which soon afterward became the Belmont Hotel. Attorney William B. Tippetts, whose parents owned the Belmont, recalls that the benches in front of the hotel always were filled.

Yes, St. Petersburg had a few benches in the old days. But it remained for Noel A. Mitchell, originator of the famed Atlantic City Salt Water Candy, who became one of St. Petersburg's leading real estate men and most enthusiastic boosters, to popularize the benches and make them a St. Petersburg institution.

In 1907, Mitchell bought the Durant Block on the northwest corner of Central and Fourth, and opened a real estate office there. He thought it would be a fine location. But, to his surprise, he soon learned that most people still considered Fourth and Central "too far uptown," particularly the northwest corner of the intersection. Lots of folks got as far as the east side of Fourth but few of them wanted to cross the street. Mitchell was chagrined. But, being a man of ideas, he soon managed to get people coming his way.

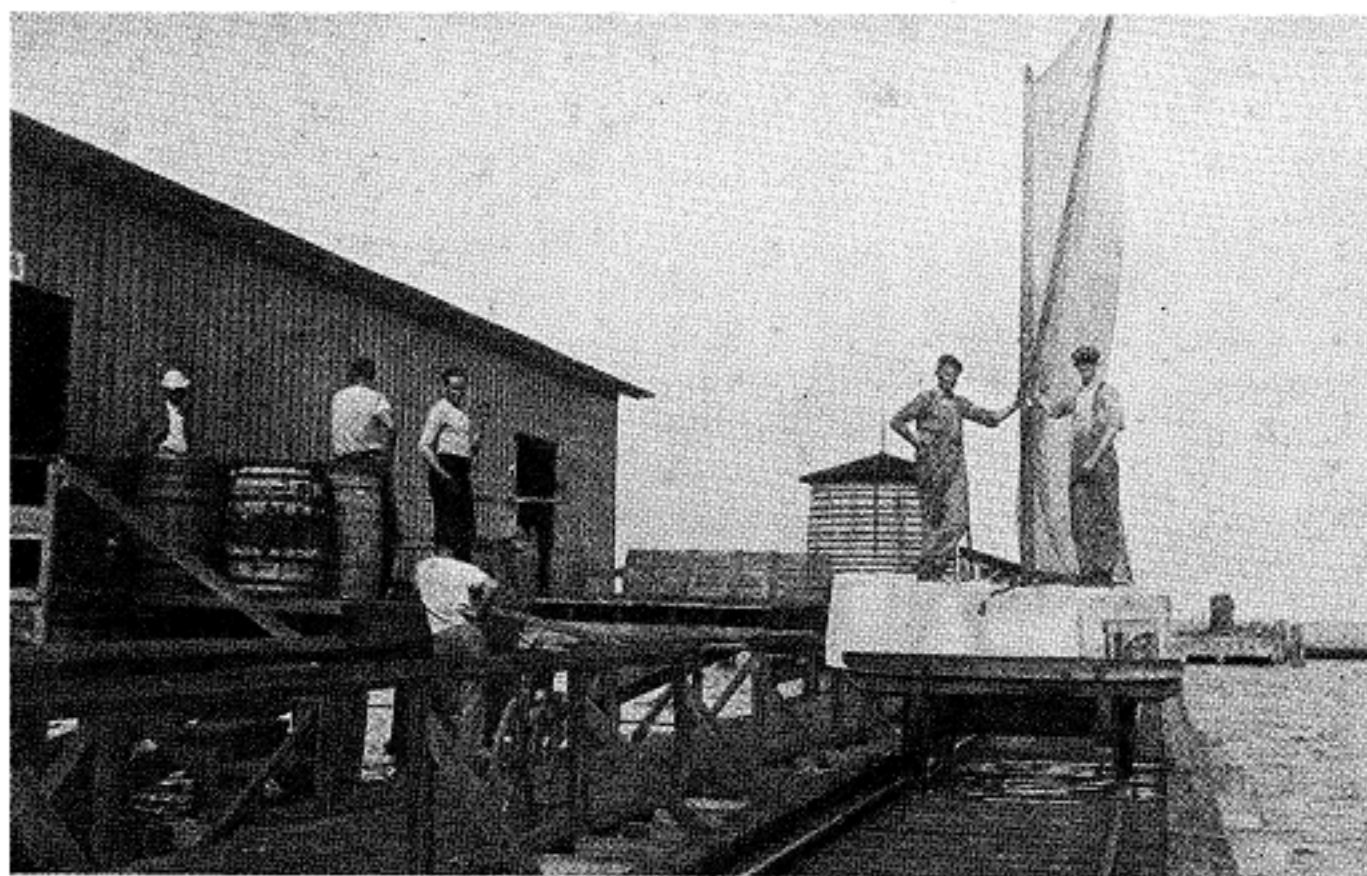
Mitchell had noticed that quite a few persons had come to his office for the sole purpose of sitting down. Weary from walking, they had often asked for permission to rest in the chairs along the wall.

Pondering his problem, Mitchell came to the conclusion that he might be able to attract more people to his location if he would provide benches for them in front of his office. Worth trying anyhow. So he

ordered fifty benches made, painted them a bright orange, decorated them with advertising, and placed them on the sidewalk outside his office one Saturday night in 1908.

Mitchell did not have to wait long to get results. It seemed as though all St. Petersburg had been waiting for the benches. Every hour of the day, almost, they were filled to overflowing, and sometimes there were crowds waiting for a bench to become empty. People called it "Mitchell's prayer meeting." Fourth and Central became the most popular corner in the city. Winter visitors and home folks alike sat on the benches to chat, bask in the sunshine, flirt a little, wait for friends, or just rest. They were willing to walk two or three extra blocks for the chance to sit down. As a result, business soon began to flow to Mitchell's real estate office.

The interest of other merchants was aroused and several decided it might be well to offer their customers or patrons a similar convenience, and they asked Mitchell to loan them benches. Mitchell believed in advertising, and he readily complied with the merchants' requests. He had more than a hundred additional benches made. These, like the first, were painted a vivid orange, and across their backs in black letters were painted these words: "Mitchell, the Sand Man. The Honest Real Estate Dealer. The Man With A Conscience. He Never Sleeps."



This novel sail car, built in 1893, was used to take ice out to the fish warehouses on the railroad pier. When the wind blew hard, the car zipped along at a dizzy speed. It was used until 1912 when a winter visitor, fishing on the pier, was run down and killed.

This advertising, Mitchell explained, demanded a bench with a back of generous proportions—consequently, people who sat on the benches were assured of comfort.

The new batch of orange benches was scattered all over town and other real estate dealers and merchants soon saw the benefits Mitchell was deriving from his novel advertising. They began to make benches of their own. A heterogeneous collection soon appeared on the streets—benches of all sizes, shapes and colors. They were plentifully bedabbed with advertising but that made no difference. Weary people were thankful to rest their backs against black letters proclaiming the merits of anything—pills, peanuts or real estate developments.

The appearance of the city was not improved by this odd assortment of benches. And when Al F. Lang became mayor, he decided that something would have to be done about them, regardless of their value as a symbol of hospitality. He pushed through an ordinance which stipulated that all benches should be of a standard size and painted green, and that after a certain date all benches which did not conform to the regulations would have to be taken off the streets.

This ordinance almost sounded the death knell for the benches. The owners of the benches insisted that their rights were being stepped upon. So long as they bought and paid for the benches, they argued, it seemed only fair that they should be allowed to make them any way they wanted to, and to paint them any color. They also pointed out that it would cost a lot of money to have the benches rebuilt to standard size and have them repainted. Several threatened to take the benches home and use them for firewood. But Mayor Lang stood his ground. He insisted that the ordinance be obeyed.

Many of the larger benches disappeared, but gradually the merchants adjusted themselves to the change and came to see the necessity for such an ordinance. Benches were made thereafter of the size prescribed and painted green. And so the famous green benches of the Sunshine City came into existence—the green bench whose ancestor was the brilliant orange bench placed that Saturday night at Fourth and Central by Noel A. Mitchell.

CHAPTER II

ALONG THE WATERFRONT

(INCLUDING BEE LINE FERRY AND LOWER TAMPA BAY BRIDGE)

WE FOUND that nearly the whole waterfront was in an insanitary an unsightly condition—decaying seaweed and other vegetable, as well as animal matter, produced obnoxious odors, rendering residence along the front almost intolerable and beyond all question detrimental to health

"The general appearance of decay and neglect between the two docks—old boats, rotting piers, all sorts of riff-raff, and especially where the outgoing tide leaves large stretches of sand covered with a variety of animal and vegetable matter in all stages of decay—does not well comport with a live, progressive city such as St. Petersburg aspires and claims to be."

This description of St. Petersburg's waterfront was contained in a report submitted to the Board of Trade by its waterfront committee on July 21, 1908. The contrast between what the waterfront was then and what it is today indicates what the city has done in the way of development. The change did not occur overnight—it is the result of long years of constant effort, bitter controversies, and almost endless negotiations. Waterfront Park of today is a monument to a small group of men who had "waterfront on the brain" and who fought unceasingly until they made their dreams come true.

The story of Waterfront Park is linked up inseparably with the story of the development of Bayboro Harbor and the Port of St. Petersburg, and so both must be given together.

St. Petersburg's waterfront, in the beginning, was a stretch of sand flats, extending several hundred yards out into the bay. At high tide, the flats were covered with shallow water; when the tide went out, the flats were exposed.

In the original town plat, made in 1888, the waterfront within the town limits,

from what is now Fifth avenue north to Seventh avenue south, was divided into twelve water lots, each a block in depth, numbered from one to twelve. The lots extended from Beach drive and First street south out into Tampa Bay. There was little dry land on any of them—they consisted almost entirely of shoal water and sand flats. When the town site was divided, half the lots went to the Orange Belt Investment Company and half to J. C. Williams. The owners of the lots had riparian rights.

The first development on the waterfront, if development it could be called, was the construction of a pier out to twelve feet of water by the Orange Belt Railway. This pier was started in 1888 and completed about a year later. A large warehouse was built at the end of the pier, where boats docked, and smaller warehouses were built later on for wholesale fish companies.

St. Petersburg's first "amusement attraction" was built alongside the pier, about a thousand feet from shore. It was a bathing pavilion, a rather ornate affair. The style of architecture was the same as that in the original Detroit Hotel. That's understandable since both were built by the Orange Belt Investment Company. The first excursionists who came to St. Petersburg over the Orange Belt Railway stayed at the Detroit Hotel and amused themselves by swimming at the Orange Belt pavilion. Also, by fishing from the railroad pier.

Along the north side of the pier was a little channel, made when sand was taken to form the fill out to where the wooden structure began. For a number of years this channel provided the only way for small boats to get close to the shore. Large boats could not use it because the water was too shallow.

In the beginning, the owners of the railroad permitted all vessels to dock at

the pier. The first steamer known to have docked there was the "Mary Disston," known locally as the "Dirty Mary," owned by one of Hamilton Disston's companies. Produce was brought to St. Petersburg by this steamer from Bradenton, Manatee and Sarasota for trans-shipment north.

During the early 90s, when St. Petersburg's growth was starting, many schooners and steam launches plied the waters of Tampa Bay. One of the first ships to make daily runs to Tampa was the sloop "Moon Beam" owned by Will McPherson who had the contract to carry mail brought to Tampa over the Florida Southern Railroad. The first steam launch which went on the Tampa run was the "Enterprise," owned by William B. Miranda. It was used by St. Petersburg people who wanted to go to Tampa to shop or had to go to the county courthouse. These ships, as well as many others, all docked at the railroad pier in the early days.

Such general usage of the pier came to a stop, however, when the Plant System leased the Orange Belt in 1895. The Plant System owned two steamers, the "H. B. Plant" and the "Caloosa," which plied

Tampa Bay. Henry B. Plant, czar of the Plant System, wanted to make sure that his ships would get a lion's share of the bay business. So he issued orders to the effect that competing boats could not dock at the pier unless they paid \$25 for the privilege.

Because of this arbitrary act, St. Petersburg got its second pier. D. F. S. Brantley, boat builder and owner of several small sailing boats, decided to build a pier of his own. He bought 50 feet of waterfront just south of the foot of Second avenue north and in 1896 constructed a narrow pier out to seven feet of water. At the end of the pier he built a platform where boats could dock. To provide "transportation" from the end of the pier to the shore, Brantley placed wooden rails on the pier and a small flat car, pulled by a horse, was used to haul passengers, luggage and freight ashore. Half way out on the pier, Brantley built a bathing pavilion which he operated in competition with the pavilion on the railroad pier.

Brantley's Pier had one serious disadvantage—it was too far from downtown St. Petersburg. From the end of the pier



Back in 1893, when this photograph was taken, anglers always were sure of getting lots of fish from the old Orange Belt pier.

to Central and First was nearly three-fourths of a mile and that was a long way for passengers to go, or freight to be carried, even when the horse-drawn flat car was used for part of the trip. As a result, practically all the boats which drew less than five feet of water came in by way of the channel alongside the railroad pier and docked close to shore. The only times they docked at Brantley's Pier was when the tide was low and there was danger of being stranded in the channel.

On July 16, 1901, the 50-passenger steamer "Anthea" was brought to St. Petersburg by George L. King for the Tampa run and was tied up to the King & Chase dock at the foot of Central. The steamer was 70 feet long, weighed 24 tons and drew a little more than four feet of water. On several occasions when the tide was low, the "Anthea" was stranded. Captain King undertook the task of deepening the channel so that his steamer could get in at all times but he was stopped on December 1 by an injunction obtained by the Plant System.

The town was enraged by this latest "injustice" of the railroad. An indignation meeting was held in the Opera House. Upon a motion by A. P. Avery, it was unanimously decided to dredge a channel straight in from the bay to the foot of First avenue north. On December 7, the contract was awarded to B. E. Coe, of Tampa, who agreed to do the work for \$2,250. A few days after he started, however, he was stopped by a federal officer from Tampa who said that the town would have to get permission from the War Department before it could alter the waterfront. This permission was secured on February 2, 1902, and the work proceeded.

The Little Coe Channel, as it was called, was shaped in the form of a letter "L," one arm extending out into the bay and the other paralleling the shore line from First avenue north to the foot of Central. King & Chase had their dock at the foot of Central and A. Welton had another at the foot of First avenue north. Several other docks were scattered in between. The Little Coe Channel and the docks constituted the first "Port of St. Petersburg." But it wasn't much of a port—the channel was only six feet deep. And it was continually

filling in with sand. However, it was decidedly better than no port at all.

Late in 1901, Captain Chase sold the "Anthea" to the St. Petersburg Investment Company, parent of the F. A. Davis companies. Davis had bought properties at Pass-a-Grille and wanted the little steamer for tri-weekly trips to the island. To replace the "Anthea," Captain King bought the "Gertrude Dudley," a 100-passenger, 97-foot steamer which made its maiden run to Tampa early in 1902. While the Little Coe Channel was being dredged, the "Gertrude Dudley" docked at Brantley's Pier.

The "Port of St. Petersburg" was badly mussed up by a sharp gale which came out of the southeast in mid-February, 1902. Several sailing boats were overturned and the "Anthea" was blown through Brantley's Pier, leaving a big gap. William H. Tippetts recalls that when he came to St. Petersburg with his family on February 28, 1902, on the "Gertrude Dudley," the passengers on the boat had to cross over the gap in the pier on a small lighter. Then they had to pick up their luggage and walk the rest of the way.

Brantley's Pier and waterfront property was purchased in 1905 by F. A. Davis, head of the St. Petersburg & Gulf Electric Railway. Davis had visions of developing St. Petersburg as a port for West Indian, Gulf and South American trade to be ready for heavier commerce by the time the Panama Canal was completed. As a first step he formed the Tampa Bay Transportation Company to develop freight traffic on the bay. In the summer of 1906 he bought the 500-passenger steamer "Favorite" in New York for the announced purchase price of \$80,000. To have a place for the "Favorite" to dock, Davis needed a longer and better pier than Brantley's so he had the old structure torn down. Only the bathing pavilion was left standing. A new pier, 16 feet wide, was built on the site of the old one. It extended a thousand feet farther out into the bay, to ten feet of water. Street car tracks were laid on the pier so that cars could run to the end and take off passengers and freight. The new pier, called the "electric pier," became a leading attrac-

tion for winter visitors who rode out on it to watch the boats come in, feed the gulls and pelicans, loaf in the sunshine, and fish.

The "Favorite" was brought to St. Petersburg on October 17, 1906, and placed on the Tampa run. But it proved to be too large a steamer to be operated profitably and the Davis company sold it to the Independent Line, headed by H. Walter Fuller, and purchased the "Vandalia," an 81-foot boat which could carry 100 tons of freight and 150 passengers.

During 1908, the Independent Line proved to be strong competitor for the Davis company. In addition to the "Favorite," the Independent also owned the "Manatee" and the "H. B. Plant." A steamship "war" developed, first one company and then the other cutting passenger fares and freight rates. Finally, to end the "warfare," the two companies consolidated on March 27, 1909, with Fuller as president of the combined concern, the St. Petersburg Transportation Company.

As the years passed, and Tampa Bay near the foot of Central avenue gradually developed as the city's "port," the waterfront became more and more littered up with unsightly structures — dilapidated warehouses, rickety boathouses, racks for fishing nets to dry, and flimsily-built docks. And the flats became covered more and more with decaying seaweed and rotting fish. The appearance of the waterfront kept getting steadily worse. As the Board of Trade committee stated, it did not well comport with a live, progressive city such as St. Petersburg aspired and claimed to be.

The ire of progressive citizens finally was aroused and a movement was started to do something about a "bulkhead line." Government aid was sought but the town was informed that the government would do nothing so long as the waterfront was privately owned. Accordingly, the Chamber of Commerce, on July 2, 1902, adopted a resolution declaring that the waterfront between Second avenue north and the city limits, at Fifth avenue north, should be a public park.

So the idea of a municipally owned waterfront park began to crystalize. The St. Petersburg Times fought for it incessantly,

but a long time elapsed before it became actuality. The chamber appointed W. H. English to circulate a petition praying for the park but evidently he did not pray loud enough, or the citizens failed to take any interest in the petition, for nothing ever came of the step.

The agitation over the waterfront gradually began to attract attention, however, and on December 16, 1903, Representative S. M. Sparkman brought St. Petersburg before Congress for the first time with a bill to make a harbor survey. Inasmuch as St. Petersburg did not have a harbor and was not large enough at that time really to need one, the report naturally was unfavorable. And so the matter rested for nearly a year.

The first organized campaign for a municipally owned waterfront came as a result of a meeting of waterfront boosters at the home of Col. J. M. Lewis, on December 20, 1905. Those present were W. L. Straub, C. Perry Snell, Ed. T. Lewis, Roy S. Hanna, W. H. English, A. H. Davis, and A. F. Bartlett. Col. Lewis presented a carefully drawn plan of the waterfront as he thought it should be, and all present approved it. Except for a few modifications made later as the town grew, this plan was used substantially as drawn.

The waterfront became a vital issue in the 1906 election and resulted in a bitter campaign. The waterfront boosters won out however, and secured a majority on the council. They also gained control of the Board of Trade. On April 5 a Board of Trade committee announced that it had secured options on four key waterfront properties which it would buy and hold in trust for the city, with the approval of the council, until the city could take them over. The cost of the four properties was \$5,120. The council not only authorized the purchase of the property but urged the committee to secure as many options as possible on the remainder of the waterfront.

Acquisition of the waterfront, however, was complicated about this time by the Bayboro Harbor project of C. A. Harvey. His idea provided for the development of "Fiddlers' Paradise," that vast stretch of mud flats south of the city where Salt and Booker creeks flowed into Tampa

Bay. The flats got their name because of the countless numbers of fiddler crabs which always could be found there at low tide. Harvey planned to buy the mud flats and swamp lands adjoining and reclaim them, dredging out a harbor and at the same time make valuable waterfront land. The plan was visionary, but Harvey succeeded in convincing others that it would work out, and on June 13, 1906, the Bayboro Investment Company was incorporated with a large number of St. Petersburg's most influential citizens as stockholders.

The Barboro project was destined to be the cause of long years of factional warfare. There were citizens who were opposed to the freight harbor at Bayboro because they believed it was too far away from the business section and they worked hard to establish a freight harbor where the central yacht basin now is, in order to thwart the Bayboro plan. And there were men in the Bayboro company who struggled to delay work on the waterfront because they believed it was going to head off Bayboro. Still others favored a freight harbor adjoining the Atlantic Coast Line

right-of-way. And many favored the construction of a long freight pier out into the main ship channel, directly in front of the city, constructed so staunchly that it would stand up against the strongest gales. The result was a tussle which held up all improvements, both for beautification and for a freight harbor for several years.

The city council was finally stirred into action late in 1908 when some of the waterfront boosters adopted new tactics. They met December 12 in the office of Ed. T. Lewis and organized the St. Petersburg Waterfront Company with the avowed intention of taking over the lots already held by the trustees, acquiring the remaining property and making a yacht harbor. They also said they intended to provide for freight along the south side, beautify the park, and so on, the whole development to be turned over to the city, if wanted within a certain time, "on certain terms."

The effect of this meeting was surprising. When the council learned that a private company was going to take a hand,



This view and the view on the adjoining page show the waterfront as it was in 1910 before the waterfront improvements were started. The women at the left are walking on the approach to the railroad pier.

the members rose up in indignation. Moreover there was a feeling among some of the waterfront boosters not parties to the scheme that if the company ever took over the property, and developed it, the city might never get it back. The upshot of the whole thing was that the council and a group of public ownership advocates secured the money to pay for the four lots which had been acquired by the committee two years before. The deeds, the first to go to the city for waterfront property, were dated January 8, 1909. All the remaining property between First avenue south and Fifth avenue north, except that held by the railroad and the electric light company, was secured in December of the same year. The final arrangements were made on Christmas Eve and resulted in what the Times termed "the best Christmas present St. Petersburg ever had."

The dredge "Blanche," named in honor of Blanche Straub, daughter of W. L. Straub, "the persistent and insistent waterfronter," started work on the waterfront improvements May 12, 1910, before a large group of spectators. Straub pushed the lever that started the machinery. The

dredge was christened by Miss Beth Blodgett, daughter of G. W. Blodgett, president of the city council. The christening and the starting of the work, was a big event in the history of the city and many of the city's notables were on board the dredge when the work started.

Waterfront Park was legally created December 5, 1910, when the city council passed Ordinance No. 246, establishing the outer line 500 feet from and paralleling Beach Drive and First street south and providing for the yacht basin. The first contract for constructing sea walls was let by city council July 20, 1911, to W. B. Williams at \$5.83 per lineal foot. By October, 1911, Beach Drive and First street south had been paved for the entire length of the city, the foundations had been laid for all sides of the yacht basin, and the park improvements were started, the block between First and Second avenues north being filled, graded and planted with grass and shrubs.

While the preliminary work on the waterfront was proceeding, Representative Sparkman was working in Washington to secure a government appropriation



At low tide, in 1910, boats which came into St. Petersburg's "harbor" often were stranded. Large boats could not come in at all. The smokestacks are those of the electric light plant at the foot of Central avenue.

for the Bayboro project. He persuaded the Board of Engineers to have a harbor survey made. Representatives were sent by the government to appraise St. Petersburg's needs and local men were sent to Washington. In the spring of 1912 an appropriation of \$32,000 was included for this work in the Rivers and Harbors bill.

On May 24, 1913, plans for Bayboro Harbor, drawn by Henry C. Long, of Boston, were approved by the Secretary of War. On October 7 the city commission called for an election for a bond issue which included items of \$43,500 for the waterfront and \$41,850 for Bayboro. The waterfront issue was to be used for completing the sea wall and recreation pier. The Bayboro appropriation was to purchase 600 feet of water frontage at the harbor and to pay for dredging inside of the basin, both required by the government as the city's part of the work. Both issues carried by majorities of five to one, indicating the strong sentiment in favor of the developments.

The city put up a bond of \$50,000, signed by ten leading citizens, on December 20, 1913, to guarantee that the city's share of the work on Bayboro harbor would be done. The four specific requirements were that the city dredge the basin ten feet deep, keep it dredged out, construct one pier within 18 months, and connect the pier with the railroad; also, to acquire 600 feet of waterfrontage at the harbor, and to construct and maintain wharf and warehouse.

A. C. Pheil, who was awarded the contract for dredging the basin for the city, started work in May, 1914. The government dredge "Florida" arrived on August 16, 1914, and started several days later dredging out the channel. The work was completed within four months and soon afterwards the stone jetty was constructed.

The government did its share of the project but the city fathers failed to do theirs. Only part of the \$41,850 voted in October 1913, was ever used for the purpose. The one pier required was not completed until the fall of 1922. A trolley connection with the pier was not made until the fall of 1923. Part of the delay was caused by World War I; part because of

the attitude of city officials. The \$50,000 bond put up by the city could have been forfeited as a result, but instead, two extensions of time were allowed by the government.

Although St. Petersburg made slow progress on the Bayboro project, it never slackened in its efforts to complete the waterfront development. The wooden recreation pier (q. v.) was completed in December, 1913, and work on the sea walls was pushed steadily. The walls on the north side of the yacht basin were completed even before the recreation pier, and the walls on the south side were finished in January, 1914.

Considerable difficulty was encountered by the city in acquiring a small section of the waterfront at the foot of Second avenue north held by the St. Petersburg Investment Company, parent company of the F. A. Davis companies. Negotiations extended over a number of years without success. Innumerable agreements were made, only to be broken by one side or the other. A settlement was made only when the Davis companies got into financial difficulties and the city purchased the trolley lines in 1919.

Much less trouble was encountered in dealing with the Atlantic Coast Line regarding its waterfront lots. An agreement was reached in 1911 whereby the company leased the lots to the city for ninety-nine years in return for which the city made a fill out to the foot of the present railroad pier, 150 feet in width and 300 feet long.

The last section of waterfront property was acquired in 1916 when on December 22 a bond issue of \$16,200 was passed to buy approximately 1,400 feet on the south side from Mrs. David C. Cook. The amount paid Mrs. Cook covered only her original investment plus the taxes she had paid and other costs. In her deed Mrs. Cook stipulated that the land must be used for park purposes only.

For the entire waterfront development—land, pier and general improvements—St. Petersburg has spent a grand total of \$1,858,550, exclusive of the cost of continued beautification of the park since 1925, the money for which came out of general park funds.

The North Yacht Basin, north of Second avenue north, was dredged out and seawalled in conjunction with the construction of the Vinoy Park Hotel in 1925. During the same year, the South Yacht Basin, south of the railroad pier causeway, also was completed.

With the exception of several small properties between Sixth and Thirteenth avenues north, the city now owns the entire waterfront from Coffee Pot Bayou to Bayboro Harbor, and south of the harbor it owns a 20-acre tract, 4.85 acres of which are filled in and beautified, which was deeded to the city by Judge J. M. Lassing and is called Lassing Park.

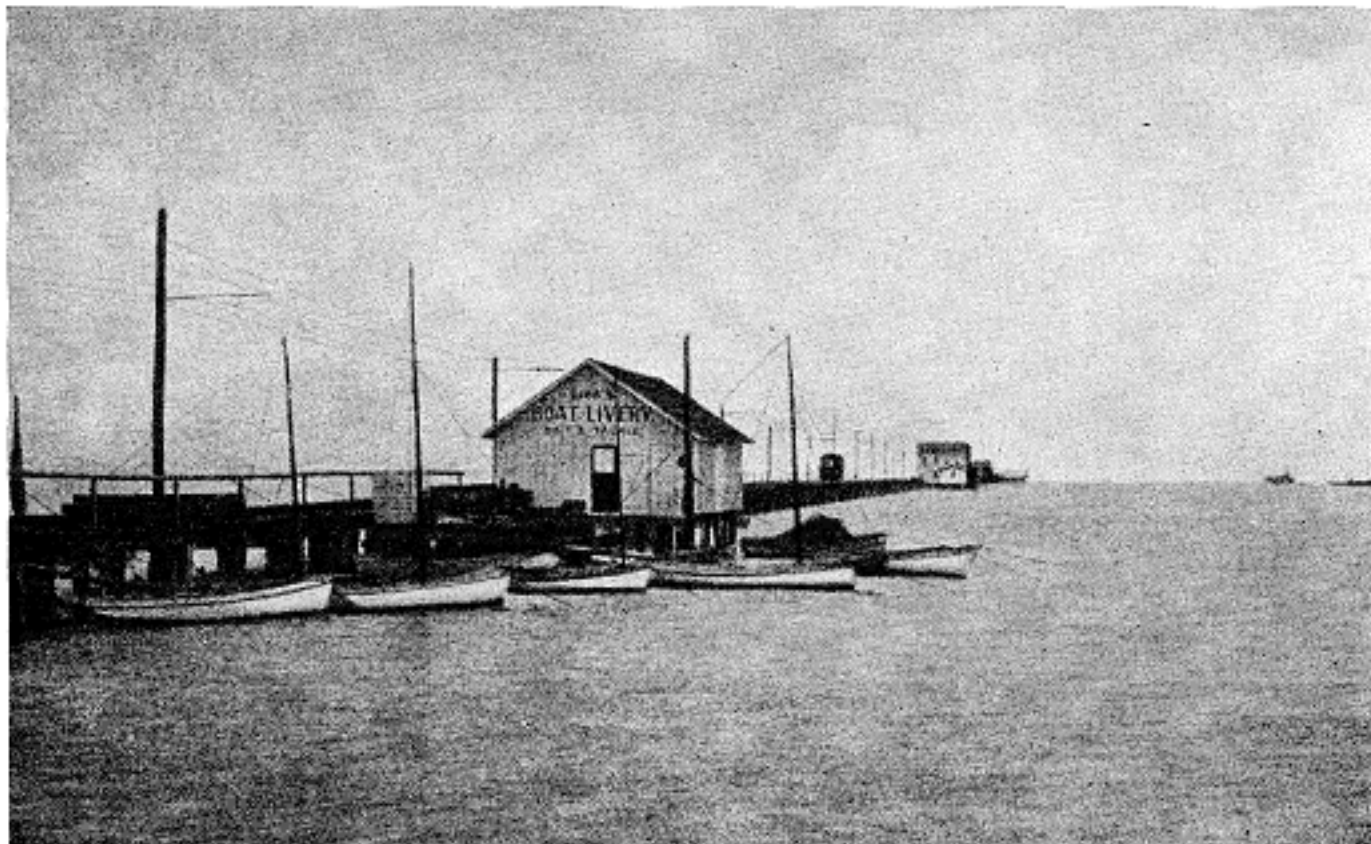
Construction of the Albert T. Whitted Municipal Airport and Al Lang Baseball Field on the waterfront was done over the protests of many persons who insisted that the park area should be used for park purposes—and nothing else. They argued that the airport and ball park would detract from the beauty of the entire waterfront and also lower the value of adjoining real estate. Be that as it may, the chances are that both the airport and the ball park

will remain where they are for many years to come.

For the development of Bayboro Harbor, the city has spent \$591,800 and for the Port of St. Petersburg, \$150,000 additional. The total cost to the federal government up to June 30, 1945, was \$291,275, of which \$221,578 was for new work and \$69,697 for maintenance.

The main part of the city's work was done during 1925 when a new channel, 19 feet deep and 250 feet wide, was dredged from deep water in Tampa Bay to the entrance of Bayboro Harbor, and a new harbor basin, called the Port of St. Petersburg, was dredged 21 feet deep, 900 feet wide and approximately 1,500 feet long. Dredged material was used to make additional land around the basin on which wharves, transit sheds and other terminal facilities were constructed.

The work of maintaining the channel and harbor basin at the required depth and size has been carried on by the federal government according to the provisions of the River and Harbor acts of July 3, 1930, and August 26, 1937. The latter



In 1905, St. Petersburg got an honest-to-goodness "electric pier" with a street car, electric lights, 'n everything. Gibb's Boat Livery is shown in the foreground.

act also provided for a straight channel 20 feet deep and 200 feet wide extending southward from the eastern end of the above entrance to deep water in lower Tampa Bay. The latest (1937) approved estimate for annual cost of maintenance is \$6,500.

The Port of St. Petersburg was opened in November 1925, just in time to permit shipment into the city by water of badly needed building materials. A railroad embargo, caused by thousands of cars piling up in bottleneck junction points, had brought the building industry to a virtual standstill; shipments by water enabled it to get started again. For a few months, the port was a scene of hectic activity, the basin being so filled with ships that they could hardly be turned around. When the railroad embargo was lifted, activity at the port slackened. Nevertheless, it was of inestimable value to the city because it led to the establishment here of Coast

Guard Base No. 21 and the Maritime Service Training Station. (See Index).

St. Petersburg did not get its beautiful Waterfront Park and the Port of St. Petersburg by chance, as has been pointed out. Had it not been for that small group of men with "waterfront on the brain," who met at the home of Col. J. M. Lewis on December 20, 1905, the waterfront of today might be as insanitary and unsightly as it was forty years ago, and St. Petersburg would be lacking its most priceless asset. And had it not been for the vision and persistence of C. A. Harvey and his associates, the Port of St. Petersburg might still be "Fiddlers' Paradise"—and nothing else. But because St. Petersburg has been blessed with men who dreamed—and fought to make their dreams come true—the port and the park are realities which increase in value inevitably as the years go by.

THE FERRY AND THE BRIDGE

Across Tampa Bay from Pinellas Point is the Land of Manatee, home of several of the oldest settlements on the Florida West Coast. A beautiful, fascinating section with a colorful history. On a clear day, the shores of Manatee County can be plainly seen from St. Petersburg—only seven miles of water separate the two bodies of land.

For motorists, however, the Land of Manatee was as far removed from St. Petersburg in the old days as though it had been half way across the state. To reach there, the motorist had to go to Tampa and then drive forty or so miles south. Before Gandy Bridge was built, that meant a trip of nearly ninety miles. And even when the bridge was opened, the route was more than sixty miles long. A long way to travel to get to a place just seven miles away!

During the boom days there was talk of spanning lower Tampa Bay with a bridge and causeways. A boom-time promoter, H. Simmonds, went so far as to have preliminary plans drawn. He hoped to get the project financed by selling stock to the public, the same as George Gandy did in financing Gandy Bridge. But the

crash same and Simmonds' plans never materialized.

Nevertheless, the need for a connection with the mainland became steadily more apparent. In the mid-Twenties, two cross-state highways were being constructed, the Sarapalmee Highway, extending from Sarasota to Palm Beach by way of Arcadia, Okeechobee and Fort Pierce, and the long-talked-of Tamiami Trail extending from Tampa to Miami.

St. Petersburg boosters realized that these two new highways would have a heavy flow of traffic when they were opened—that countless motorists would travel over them in touring the state. The boosters also realized that most of the north-south bound motorists would pass by St. Petersburg rather than travel sixty miles out of their way. It was essential, many thought, that the mainland traffic steam should be tapped.

At this juncture, the idea of operating ferries across the lower bay was conceived by J. G. "Jim" Foley, pioneer St. Petersburg real estate man, and his partner, Charles R. Carter. They decided that since it wasn't practical at the time to span the

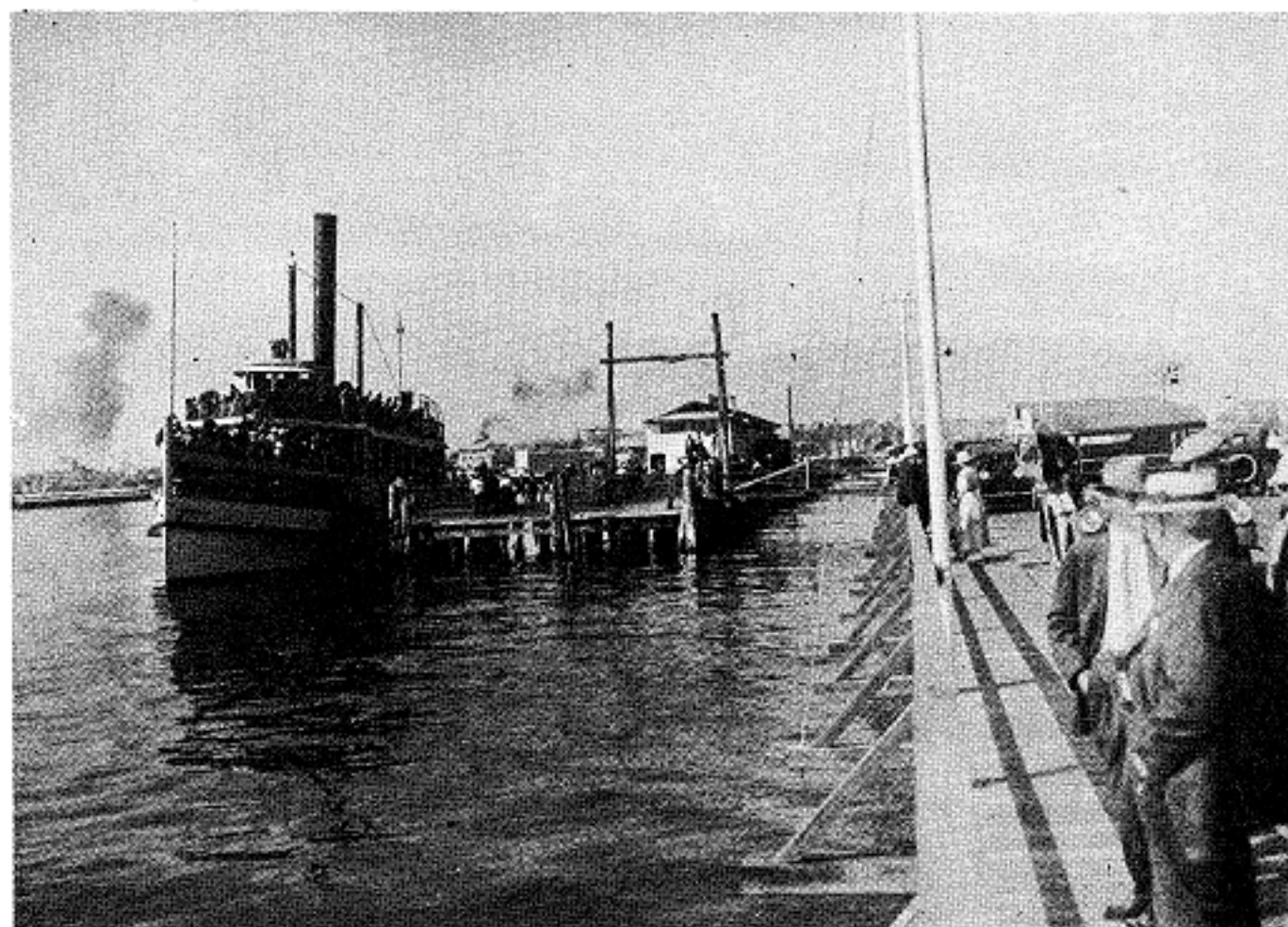
bay with a bridge, the next best thing would be to span it with boats. So, with Attorney James R. Bussey, they formed the Bee Line Ferry Company, incorporated October 23, 1924.

The next year and a half were spent by the company officials in having surveys made of the lower bay to determine the best route across, in acquiring property where docks could be built, and in having a ferry boat constructed. Finally, on February 24, 1926, the cross-bay connection was made, the ferry "Fred D. Doty," built in Tampa, making the first trip. City and company officials, with other dignitaries, made up a motorcade which left St. Petersburg at 11 a. m. and dined in Bradenton less than two hours later. It was big day! The city had been moved forty-nine miles closer to the mainland, so far as motorists were concerned.

In the beginning, operation of the ferry was not a profitable undertaking. The pro-

motors of it did not expect it to be. Tamiami Trail had not yet been completed and only comparatively few motorists had occasion to go to Bradenton, Sarasota, or other West Coast towns below the bay. But when the Trail was finally opened, on April 26, 1928, business picked up. Another ferry, the "Pinellas," was put in operation. This boat formerly was the "Wilmington" and ran between Wilmington, Del., and Wilmington, S. C. To get it, the company paid \$92,000. With the two ferries in use, ten round-trip runs were made daily instead of five.

In the spring of 1929, the Florida Legislature granted the Bee Line Ferry Company a 50-year franchise covering a seven-mile strip across the bay, three and one-half miles on each side of the ferry route. The "Manatee," built in Louisiana for the company in 1931, was put in service in January, 1932. It cost \$145,000. The "Doty" was then dismantled and sold as



St. Petersburg once had two piers where the Municipal Pier now is. The "electric pier" is shown at the left and the old wooden recreation pier, built in 1913, at the right. The "electric pier" was torn down in 1914.

scrap. The "Sarasota," formerly the "City of Fort Myers," was purchased from the Collier Line in 1937, rebuilt, and placed on the run on Christmas Day. It represented an investment of \$120,000. With three ferries in use, a 30-minute schedule was maintained.

During the late Thirties, construction of a bridge-tunnel to span the lower bay was advocated by Pinellas and Manatee county officials and West Coast boosters. Such a connection, they insisted, was a vitally needed link in the Gulf Coast Highway then being projected. Plans provided for going underneath the main ship channel with a tunnel and going over the passes and shallow water with bridges. The necessary enabling legislation could not be secured, however, and the project was finally abandoned by the two counties.

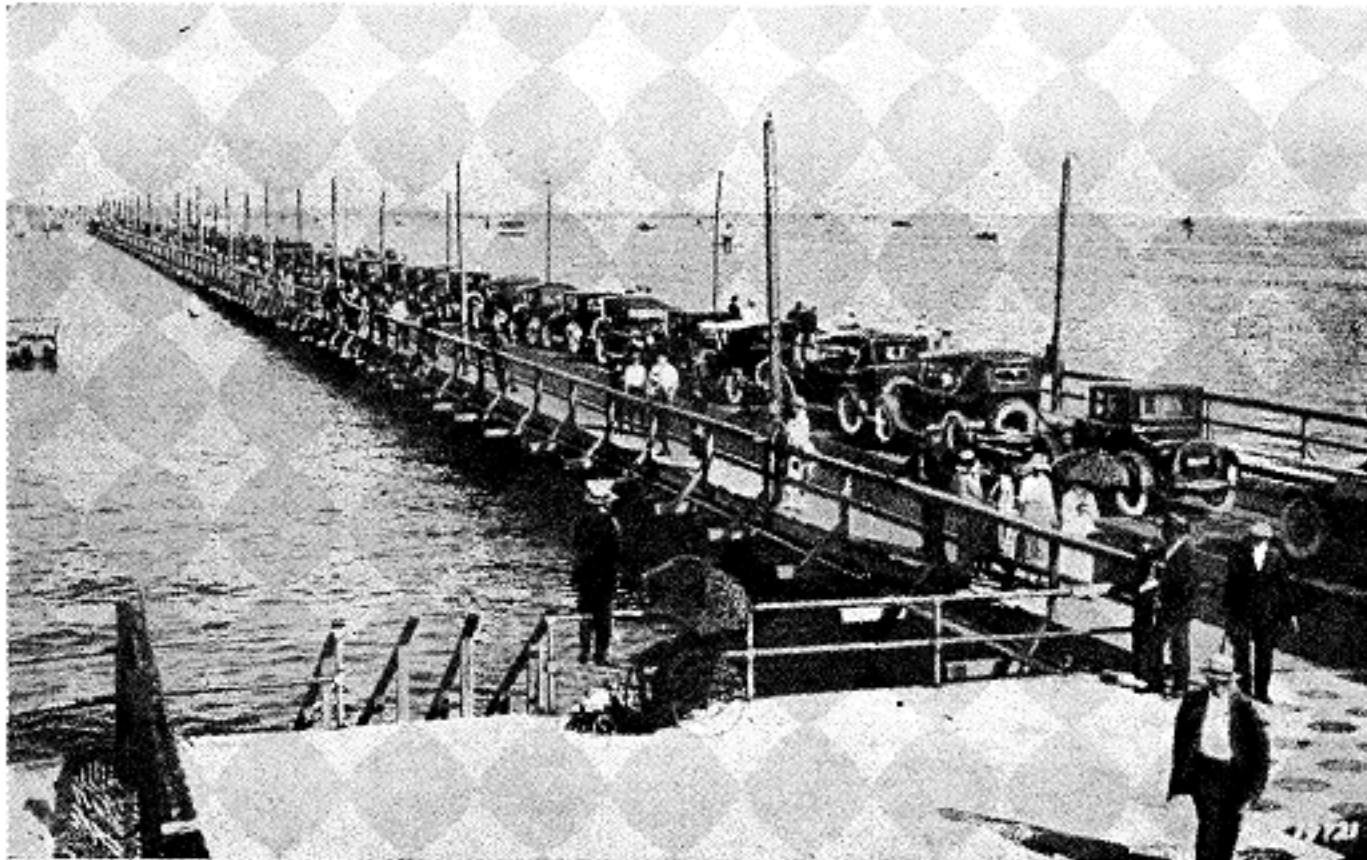
But that did not mean the death of the bridge campaign. It happened to dovetail in with another movement which had gotten underway in 1938—a drive to make a real port out of Bayboro Harbor. The Bull Line had stopped coming to St. Petersburg and the harbor was rarely used by steamships of other lines. Civic leaders

contended that a real port could not be developed without deepening the channel, building more docks and warehouses, and providing a railroad connection.

To get all this accomplished, the port advocates succeeded in persuading the State Legislature in 1939 to create the Port Authority of St. Petersburg with broad powers pertaining to navigation in the lower Pinellas Peninsula area. The act stipulated that the debt limit of the authority should be \$500,000. The first members of the authority, appointed by the city council, were: Frederick R. Francke, chairman; Leon Lewis, vice-chairman; Judge C. J. Maurer, secretary, and Henry W. Adams, Jr., and R. D. Sommerkamp.

Plans of the original authority were disrupted by World War II. Late in 1939, the government stepped in and began developing Bayboro Harbor for the use of U. S. Coast Guard. Then, when the United States entered the conflict, the harbor also was used by the U. S. Maritime Service and the Navy.

In 1941 the port authority was reorganized with J. Hervey Mann, Jr., as chairman,



St. Petersburg's waterfront has always been one of its chief attractions. Here's the way the wooden recreation pier looked in 1919 during a yacht race.

W. D. Berry, vice-chairman, and John P. Welch, secretary. The other members of the authority were Leon Lewis and Hubert Rutland.

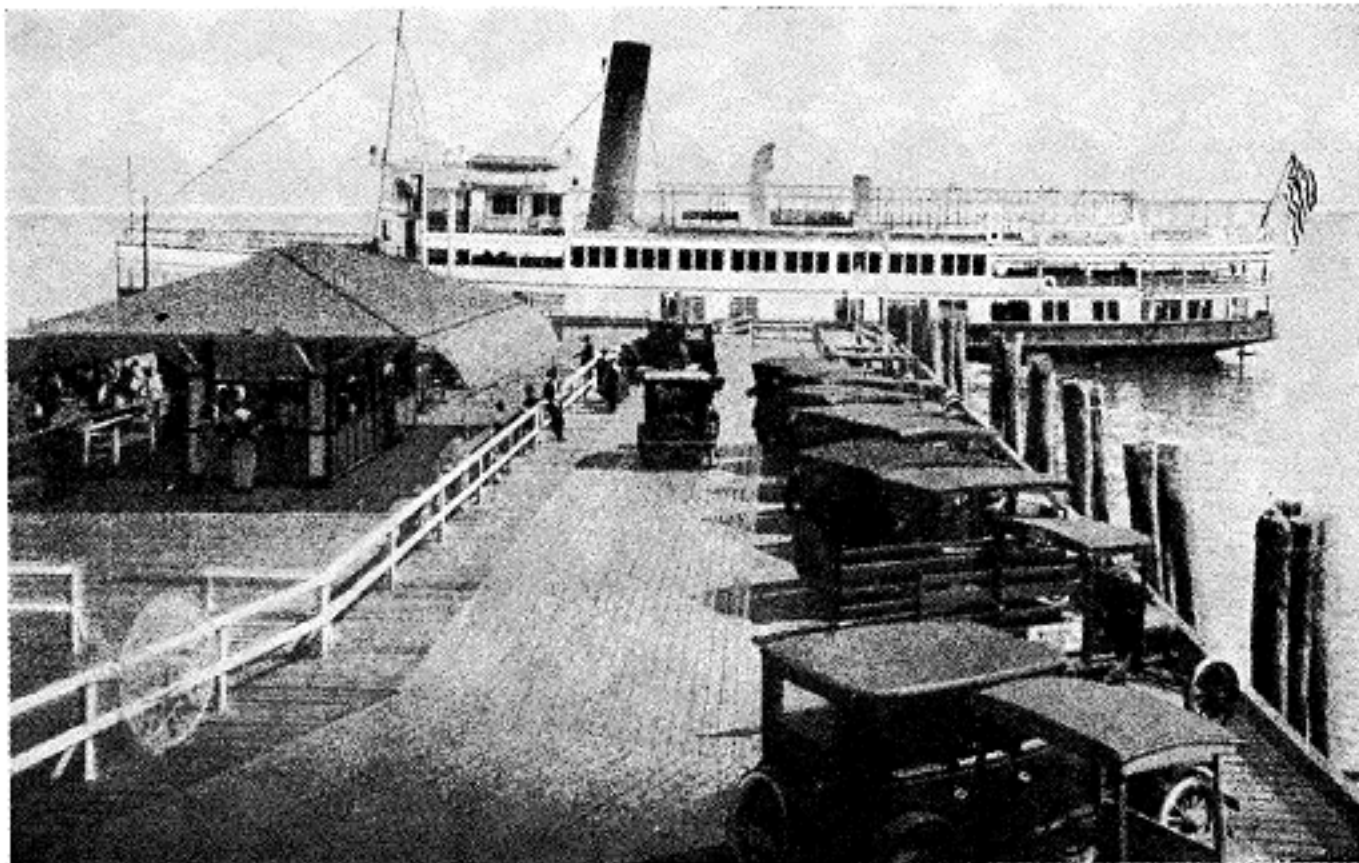
During the war, members of the authority gave up the idea of developing Bayboro Harbor. They began advocating a deep-water port off the end of the peninsula, close to the main ship channel. Such a port, they argued, would give St. Petersburg a tremendous advantage over Tampa as a shipping center, inasmuch as it would eliminate the necessity of ocean-going ships making a long, tedious, three-hour trip up the bay.

Members of the authority realized, however, that the development of such a port was a long-range project which would require years to complete, and that much preliminary work would have to be done before it could even be started. While considering what steps to follow they were persuaded by city and county officials to take the lead in promoting the proposed bridge project. Permission to do this was

granted by the State Legislature in 1943. The act granted the authority even broader powers than it had before, enabling it to embrace the bridge project, and increased the debt limit of the authority to \$10,000,000.

The first important action taken by the port authority under its new powers was to acquire the franchise of the Bee Line Ferry Company. The franchise was essential before a bridge could be constructed inasmuch as it covered three and one-half miles on each side of the ferry route, an area in which the bridge would have to be constructed.

Negotiations were started with Bussey, who had purchased practically all stock of the ferry company after the deaths of Foley and Carter. Bussey had no desire to sell but, on the other hand, he did not want to stand in the way of the bridge project. So he finally agreed to sell the franchise for \$150,000, considerably less than he could have gotten for it from private parties. The sale, completed in



The steamer "Favorite" which docked at the recreation pier during the Teens, was a finer steamer than any which cruises on Tampa Bay today. Automobiles and Gandy Bridge put it out of business.

December, 1944, did not include the ferry boats—just the franchise and the real estate owned by the company.

At that time, the ferry was not in operation. The boats had been commandeered by the government for use by the army at Jacksonville and MacDill Field.

Originally the port authority had no intention of operating the ferry. In September, 1945, the members considered a proposal made by the Chamberlain Transportation Company, of Vermont, for a 20-year contract. The company offered to pay the authority \$7,500 a year for the first five years and ten per cent of the gross profit for the next fifteen years—the company to provide the boats. Bussey objected. He said he had sold the franchise only to help the bridge project; not to see someone else given the right to operate ferries. The Times took up the fight and in Page One editorials, blasted the proposal—and it soon was dropped.

The port authority then decided to operate the ferry itself. Arrangements were made with Bussey to buy the boats back from the government. Inasmuch as the government had gotten the boats from him, he could buy back the boats direct; the authority would have had to bid for them in a public auction. Bussey paid \$78,163 for the Manatee and Pinellas and \$42,766 for the Sarasota. He turned them over to the authority for exactly what he paid for them and charged nothing for his services. After being reconditioned, the boats were put back in operation, the Sarasota on December 27, 1945, the Manatee on January 18, 1946, and the Pinellas eight days later.

That the authority made a good bargain in buying the Bee Line franchise, property and boats, and in paying to have the boats reconditioned, at a total cost of \$300,000, was indicated later when it succeeded in making two loans of \$300,000 each on those assets, one at 1½ per cent interest and the second at 2 per cent interest. During the fiscal year 1946-47, operation of the ferry gave the authority a net profit of \$115,742, more than one-third of its entire investment.

Rapidly rising costs of labor and materials made it obvious that the proposed Tampa Bay bridge could not be built within the \$10,000,000 debt limit stipulated by the state legislature in the 1943 act. Therefore, authority was sought and granted by the legislature in 1947 to increase the debt limit to \$15,000,000, providing the voters approved. This approval was given, at a referendum held July 22, 1947, by a vote of 3,670 to 1,254, the voters having been assured that any bonds sold to build the bridge would be paid for out of the bridge revenues.

As planned by the port authority, the bay bridge will be one of the finest in the country. The span across the main ship channel will be 154 feet high, more than twice as high as the tallest bridge on the Key West Overseas Highway. It will be 800 feet long and have a 24-foot roadway. With approaches on each side, over water, this section will be more than four miles long. There also are to be long causeways leading to both shores and several smaller bridges over passes. The entire length of the causeways and bridges is to be approximately 14 miles. The bridges and causeways are to extend from Maximo Point at 34th street to the state Highway on Sneed's Island west of Palmetto. Plans and specifications for the bridge cost approximately \$500,000 and were drawn by Bail, Horton & Associates, of Bradenton and Fort Myers, and Parsons, Brinkerhoff, Hogan & MacDonald, of New York.

E. L. Cole served as chairman of the authority from 1943 until July, 1947, when he resigned. He was succeeded as chairman by W. D. Berry, who served until he died in September. Leon D. Lewis then became chairman. William H. Mills is vice-chairman and John P. Welch, secretary-treasurer. The other members of the authority are Henry Sorenson and Roy C. Bishop. E. R. Baldinger was appointed manager of the Port Authority August 1, 1947.

The question of whether the bridge can be built in the near future depends upon the receipt of a favorable bid for its construction, and the sale of the bonds at a favorable price.

CHAPTER 12

SCHOOLS OF ST. PETERSBURG

SCHOOL lessons were first taught on the lower peninsula by William B. Neeld, a hustling young fellow from Selma, Ala., who came to the Port in 1873 and bought forty acres of land from the state on what is now Tangerine avenue.

After paying for his land, Neeld had little money left and, to make ends meet, he accepted the job of teaching the children of Vincent Leonardi. His classes also were attended by the children of several other pioneer families. For his work, he was given his board and lodging. He was also rewarded in another way. While teaching, he fell in love with Emma Leonardi, one of Leonardi's daughters, and soon afterward they were married.

Two regular school houses were built on the lower peninsula in the fall of 1885. One was located in the little community of Pinellas, on Big Bayou, and the other at Disston City, in what is now Gulfport.

The Pinellas school, a one-room building 20 by 40 feet in size, was built and paid for by E. R. Ward, a newcomer who had just opened a general store at Pinellas. Mr. and Mrs. Ward had two daughters, Ethel and Lottie, and the school was built so their children would not get behind in their lessons. Mrs. Ward, the first teacher in the school, served without pay. Besides her own children, she had eleven other pupils. The school house also served as a community meeting place and church services were held there as well as dances, political rallies, and neighborhood parties.

The Disston City school, which also was a small, one-room building, boasted of a paid teacher. He was Arthur Norwood, a well-educated Englishman who was attracted to Pinellas Peninsular by the glowing advertisements of Disston City which were carried in London newspapers. Norwood taught the Disston City school for

three years. During the first two years he received \$25 a month but during the last year his salary was raised to \$30, a munificent sum in those days. In addition to his teaching, Norwood whitewashed the school building, dug a well, and built blackboards. The pupils furnished their own rude homemade desks. Instruction was from the first grade up; some of the pupils were even taught Latin and Greek. Old timers recall that there were times when the pupils, becoming vexed with the teacher, picked up their desks and walked home.

The founding and rapid growth of St. Petersburg resulted in the closing of the Pinellas and Disston City schools, due to the fact that both Ward and Norwood moved to the "village with the railroad" and opened general stores, becoming the first merchants of the new settlement.

The first school session held in St. Petersburg was in a little wooden building erected in the summer of 1888 by the people of the town under the direction of the trustees of the Congregational Church. The first teacher was Miss Mamie Gilkeson who resigned at the end of two months and was succeeded by Miss Olive Wickham. The building was located between Ninth and Tenth streets near the present Central avenue. Twenty-nine pupils were enrolled in the first class. On December 8, 1888, E. R. Ward, J. C. Williams and David Williams were appointed as school trustees.

Within two years the first school building was outgrown and the school trustees rented a three-room building on the railroad tracks near Eighth street. Jacob Keagy, who was then the teacher, did not like the building. Writing to the trustees, he stated: "Confusion created by the distracting noises of trains, lumber cars

and novelty works, so near the school rooms, renders teaching almost an impossibility."

The town school was moved to a quieter location in the fall of 1892, a two-story wooden building at Fifth and Central being rented by the trustees. There was another reason for the change. "Downtown" St. Petersburg, centered around Second and Central, was growing up and families living there objected to sending their children clear up to the "old town" around Ninth street. To effect a compromise between the "uptown" and "downtown" factions, the trustees located the school about half way between the two sections.

The enrollment by that time neared the hundred mark and more teachers had to be employed. Before another school term rolled around, St. Petersburg got a school of its very own. At the first election held after St. Petersburg was incorporated as a town, a \$7,000 bond issue was approved 39 to 1 to erect a town-owned school. Half of the bonds were taken by L. Y. Jenness, manager of the St. Petersburg Land & Improvement Company. The rest of the issue was taken by other town boosters.

The school erected with the bond money was the two-story wooden building which stood for many years on the southeast corner of Second avenue north and Fifth street, the site of the present Municipal Building. The building included a library and assembly hall and seven classrooms and was known as the Graded School. Because of a delay in the delivery of furniture, the school term was shortened to five months and during the period of waiting, several families engaged Mrs. Jacob Keagy to teach their children. Nearly thirty pupils were enrolled in her private school, the first opened in St. Petersburg.

On February 22, 1896, the first Washington's birthday celebration was held by the school children. The celebration was made possible by the generosity of E. H. Tomlinson whose name was inseparably linked for many years thereafter with the progress of the schools. Tomlinson presented the school with 250 silk and bunting flags and contributed in other ways to make the celebration a success. It was

held annually until 1914 and became one of the features of St. Petersburg's winter season. All the school children took part in a parade through the business section and after the parade each year exercises were held in the Opera House or auditorium. Motion pictures were taken of the 1912 celebration and distributed all over the country. The school board discontinued the celebrations in 1914 because they were taking too much of the children's time.

Tomlinson's gifts to the school made possible the organization of a school orchestra in 1897, the school cadet company in 1900, and the fife and drum corps in 1902.

The St. Petersburg High School was established in the fall of 1900 and a course was given in mathematics, science, history, English and Latin. Classes were held in the Graded School building. The first commencement exercises of the high school were held Friday night, May 3, 1901. The lone member of the graduating class was Miss Annie Bradshaw.

St. Petersburg got its second school building through the generosity of Tomlinson. A two-story brick building, erected on a lot just south of the Graded School, provided rooms where manual training, physical culture and military science could be taught. With equipment and furnishings, the school cost Tomlinson \$10,000 and was deeded by him to the city, free and clear of all encumbrances. The Manual Training School, as it was called, was the first of its kind in Florida and when it was formally opened, on December 29, 1901, educators from all parts of the state came to St. Petersburg to take part in the ceremonies. Erection of the school led to the establishment of a state normal and industrial school in St. Petersburg which lasted two years.

A manual training annex, built by Tomlinson for the use of the children, was opened with a Washington birthday celebration February 22, 1902. Located on the northeast corner of Fourth street and First avenue south, the building seated 2,500 persons and had a \$2,000 pipe organ. The school cadet company and fife and drum corps practiced in the annex and it was also used as an auditorium and

as a gymnasium. Shortly after St. Petersburg was incorporated as a city in 1903, city officials began urging Tomlinson to sell the building to the municipality for use as a city hall, arguing that the city needed it more than the schools. Tomlinson finally agreed to sell it, for \$10,000. He received \$5,000 cash and the balance \$100 a year. It was reported that the building cost him \$15,000. The city offices were moved there early in 1906; also, the fire department. For many years the Chamber of Commerce has had its offices in the building, now completely remodeled.

On August 27, 1901, the town approved an \$11,000 bond issue to erect a normal and high school building. A lot on the southwest corner of Fifth street and Second avenue south, across the street from the Manual Training School, was purchased and a contract for the construction of the building was awarded to W. C. Henry, the low bidder at \$10,200. The new school, built of brick and two stories high, was opened in the fall of 1902, becoming the town's first high school. However, it was used exclusively for high school classes

only during the school term of 1902-03. The Graded School then became so crowded that the three highest grades were moved into the high school building, resulting in serious congestion.

By 1905, the enrollment in the schools had become so large that parents began demanding the construction of a school which would be used for high school purposes and nothing else. In 1906, the city council authorized a \$16,000 bond issue for a high school building but after several years of controversy, the state supreme court decided that it was illegal because it had not been ratified by the voters. Council then called an election on a \$25,000 issue but it was defeated, largely because it was linked up with other bond issues for projects which were not popular. On February 23, 1909, the council called for an election on a \$30,000 bond issue for schools and a \$45,000 bond issue for public improvements. Both issues were approved by substantial majorities, the school issue going over 180 to 39.

A site at Second avenue north and Fifth street was chosen for the new building and

a contract was let to W. C. Henry for the erection of a new building to cost \$28,000. A number of citizens were opposed to this site, inasmuch as it caused the closing of Second avenue north, and they contested the bond issue. The State Legislature authorized the use of the site but the Supreme Court decided that the bond issue was illegal because cities in Florida could not issue bonds for school purposes since the schools were a county charge.

The building had progressed to such an extent by this time that it was impractical to stop, and the question of providing money to complete it became all-important. The county had no money to spend on the building and the city had obligated itself to pay the contractor. So the city sold it to E. P. Harrison, Dr. John D. Peabody and A. F. Bartlett who gave their notes for \$10,000 each. Nine other endorsers were secured on each note and the money was obtained from the banks. The building was completed and opened in the fall of 1911. When Pinellas County was created, the notes given by the school boosters were taken up by the county school board.

The rapid growth of St. Petersburg after 1910, particularly during the 1910-14 boom, necessitated the construction of additional elementary schools. Special school districts were established, bond issues were approved, and in 1914 the Davis School, for Negro children, and the

Glenoak School were constructed. The Roser Park and North Side schools were built during 1916.

The high school building on Fifth street was outgrown in less than a decade after it was started. Early in 1917, a \$175,000 bond issue was approved for a new school and the contract was let. The building was erected on Mirror Lake drive. As a result of the increase in the cost of building materials, nearly \$100,000 more had to be voted before the building was completed. It was opened in the fall of 1918. The public then was assured that the building would be adequate for at least a generation, but it wasn't. The city grew so rapidly that it became necessary in 1926 to build the present high school building, on Fifth avenue at Twenty-fifth street north, at a cost of approximately \$1,000,000. The former high school then became the Mirror Lake Junior High.

During the years of the Big Boom, from 1920 through 1926, modern school buildings were erected in all parts of Greater St. Petersburg. The schools built during that period included: Edwin T. Tomlinson Vocational School, South Side Junior High, West Central Elementary, Woodlawn Elementary, Coffee Pot Elementary, Fifty-fourth Avenue Elementary, Harris Elementary, Lealman Junior High, Norwood Elementary, Childs Park Elementary, Disston Junior High, Forest Hill Elementary, Gulfport Elementary, Mt.

Vernon Elementary, Pasadena Elementary Pass-a-Grille Elementary, the Jordan (colored) Elementary, and Gibbs (colored) High School. In 1930, the Clearview Avenue Elementary was constructed and in 1938, the Lealman Avenue Elementary.

Florida Military Academy

The Florida Military Academy, established in 1908 at Green Cove Springs, Fla., was brought to St. Petersburg in December, 1932, by Col. Walter B. Mendels who had become president of the institution. The new home of the academy was the Rolyat Hotel which had been purchased by Colonel Mendels in 1929.

The academy has held an accredited rating in the Southern Association of Colleges and Secondary Schools continuously since 1914. The War Department furnishes arms and equipment through the P. M. S. & T., a regular army officer detailed to the school for this purpose. The school is inspected annually and since 1935 has been designated as an honor military school, the highest official rating any military school may receive.

The senior school covers the four-year high school course with one year of post-graduate work offering special preparation for the government academies, standard colleges and universities. In addition, a junior department is operated covering the first through eighth grades.

When the academy was brought to St. Petersburg, 57 cadets were enrolled and its faculty consisted of seven teachers. Thereafter, both the number of cadets and the number of instructors increased steadily. During World War II the facilities of the institution were expanded to permit the enrollment of 300 cadets but when the emergency was over, the enrollment was again limited to 200, as it had been before the war started. During the school year of 1947-48, the junior school had an enrollment of 80 and the senior school, 120. The teaching staff consisted of 26 instructors.

More than 550 graduates of the academy served in the armed forces during the war. Officials of the academy in 1947

were: Col. Mendels, president; Lieut. Col. William L. Mendels, treasurer, and Mrs. Lee G. Jones, vice-president; Major Dawn Casler, secretary.

Admiral Farragut Academy

The Admiral Farragut Academy, of Toms River, N. J., one of the nation's leading academies which offers naval, military and aviation training, selected St. Petersburg in 1944 as the site for the establishment of a Florida unit. The Jungle Hotel property and grounds were acquired and the school was opened January 12, 1945.

The courses of study give the cadets preparation for the major colleges and the United States government academies. A

junior school which has its own cadet officers is composed of the seventh and eighth grades.

The academy is under the direction of Admiral S. S. Robinson, USN, retired. The superintendent of the academy is Rear Admiral Harold C. Train, USN, retired.

St. Paul's Parochial School

St. Paul's Parochial School, located at Nineteenth avenue and Twelfth street north, was dedicated September 15, 1930, by Bishop Patrick Barry. The school which is conducted by the Sisters of St. Francis under the direction of Rev. Msgr. James

F. Enright had an enrollment of a hundred in 1930. By October, 1947, the number of students had increased to six hundred.

The school won distinction in the fall of 1947 by getting the first lighted football field at a Catholic school in Florida. It was dedicated by Auxiliary Bishop Thomas J. McDonough of the St. Augustine diocese to ten former St. Paul's students who lost their lives during World War II: Sidney F. Brennan, John J. Hill, J. Wallis Leonard, LeRoy Merritt, Duncan C. Murphy, Peter L. Nolan, William E. Nowling, Martin P. O'Toole, Arthur H. Stein and Frank M. Widere, Jr.

CHAPTER 13

PUBLIC UTILITIES

WHEN ST. PETERSBURG was a sprawling little village of less than a thousand inhabitants, it got its first public utility—an electric light and power company.

The man who had the courage to launch the enterprise in such a small community was F. A. Davis, a Philadelphia publisher of medical books and periodicals. He came to Pinellas Peninsula for the first time in 1890 because of poor health, spent a few months in Tarpon Springs, and was completely cured.

With the financial assistance of Jacob Disston, of Philadelphia, Davis built an electric light plant in Tarpon Springs but the people there showed no inclination to help in any way. They would not grant a satisfactory franchise and showed no eagerness to have their homes or business places wired for electricity, preferring to stick to "good old kerosene."

Davis finally became disgusted with Tarpon Springs and turned his attention to St. Petersburg. As related in Chapter

6, he was granted a 20-year franchise on February 2, 1897, brought his plant to St. Petersburg, and the lights were turned on August 5, 1897. The plant was later described as "a bunch of junk"; nevertheless, the electric lights gave St. Petersburg a distinction lacked by other towns on the peninsula.

The electric light company was not a success financially. Checks had to be sent by Davis from Philadelphia to cover the deficits. However, Davis did not lose heart. He had visions of a great city and he reasoned that when the growth came, profits would come too. So he went ahead and began planning for a trolley line.

Davis secured a franchise on February 4, 1902, and then spent the next two years getting enough money to start construction work. The first tracks were laid May 30, 1904. By mid-August, the tracks had been laid on Central from the bay to Ninth street. A flat car was brought in to haul materials. This was too much of a temptation for Ida Louise Weller, daughter of

A. P. Weller, manager of the company. On Saturday night, August 13, she took a group of her friends for a "trolley party"—and up and down Central the youngsters rode, all evening long, the bell clanging merrily all the time.

The new line was officially opened September 28, 1904, with a celebration. Speeches were made by city and company officials and the St. Petersburg Band played loud and gaily. The leading dignitaries of the community then set forth on the maiden trip "around the loop." Three cars were in the procession. They were dinky little things but the people of St. Petersburg were quite proud of them.

The original line stopped at Booker Creek on Ninth street. It was extended to Boca Ciega Bay in the spring of 1905 after the creek had been spanned with a new bridge. Completion of the line led to the founding of Veteran City on the old Disston City site by Capt. J. F. Chase who sought to attract Civil War veterans who wanted to spend their last days in the Sunny South. The Davis company, which had an option on 3,300 acres in that section, backed the venture, but it did not prosper. Veteran City soon faded from the picture. Later, Gulfport developed in the same locality.

In 1906, Davis added another company to his list. This was the Tampa Bay Transportation Company, formed to develop freight traffic on the bay. The steamer "Favorite" was purchased in New York for \$80,000. To provide a place for the steamer to dock, the company built the "electric pier" at the foot of Second avenue north.

During 1907 and 1908, the various companies in the Davis empire got into serious financial difficulties because they had become over-extended and because of the "money panic" of 1907. Davis sold most of his stock in the companies early in 1909 to H. Walter Fuller, then president of the Independent Line, a competitor of the Davis steamship line. Thereafter, Fuller directed operations of the Davis empire, becoming president of some of the companies and manager of the others. The empire continued for ten more years—and then it collapsed.

Electric Light Company

For a few years after the power company came into existence, the service was fairly satisfactory. After that, however, complaints became more and more frequent, and increasingly bitter. The equipment developed a most regrettable habit of breaking down at crucial moments.

Such a breakdown occurred in August, 1904, while Davis was in the city extolling the merits of the plant to a group of prospective stock buyers. During the talk, both dynamos went out of commission, throwing the city into darkness. But Davis, an eloquent man, talked fast and convincingly—and all the men in the group became stockholders. To the town people, Davis apologized and announced that the company had secured new capital and would proceed immediately to get better equipment. It was a long time coming.

Davis brought Bird M. Latham (q.v.) to St. Petersburg in September, 1907, to take charge of the light and trolley system. The company was in such a bad shape financially at that time that Latham had to wait six months for his first pay. But he went ahead with his work, patching up machinery and installing meters to increase the company's earnings.

But despite everything he could do, complaints continued to increase and in November, 1909, a movement was started to organize an independent light and power company. Glowing promises were then made by the company officials to provide better service. However, a year elapsed before anything was accomplished, and then it was nothing more than to provide all-night service, something the city had been demanding for years.

In 1911, Fuller succeeded in getting more capital for the company and a year later construction was started on a new plant at Sixteenth street and First avenue north. It was put into operation late in 1914 and soon afterward the old plant at the foot of Central avenue was torn down. The site was turned over to the city in a tax-settlement deal.

The St. Petersburg Electric Light & Power Company was sold to the General

Utilities & Operating Company, of Baltimore, on April 12, 1915, and the name was changed to the St. Petersburg Lighting Company. A year later, the city made a ten-year contract with the company to provide street lights. During 1918, the company made additions to the plant which more than doubled its capacity.

Late in 1923, the St. Petersburg Lighting Company was acquired by the A. E. Fitkin interests and the name was changed to the Pinellas County Power Company. Construction work was started on a new generating plant at Bayboro which was put into operation in 1924. A year later, another unit was added at Bayboro. The company also constructed in 1925 the large office building at Fifth street and First avenue south. Latham was president of the company until 1926 when he resigned to go with the Gandy Bridge Co.

During the mid-Twenties, Fitkin also purchased the Florida Power Company from the Camp interests in Ocala. The property consisted of a hydro plant on the Withlacoochee River near Dunnellon from which power was furnished to a number of cities. Numerous other plants were acquired and on February 25, 1927, the holdings were consolidated under the name of the Florida Power Corporation. Controlling interest in the corporation was acquired by Day & Zimmerman, of Philadelphia, in 1927, and a year later by the Insull interests. Later, it went into other hands.

In October, 1945, the company was released from holding-company control and is now owned by approximately 13,000 stockholders in all 48 states of the Union. Approximately 1,000 stockholders live in Pinellas County. The company at present serves 27 counties in Florida and, through a wholly-owned subsidiary, the Georgia Power & Light Company, serves 17 counties in south Georgia.

In 1945, the company completed a major improvement by putting a 25,000-watt generator in operation. Since then it has greatly extended its service, making provision for the city's rapid growth.

Officers of the company in 1947 were: A. E. Higgins, president; E. K. IlgenFritz, vice-president, secretary and treasurer;

J. F. Bailey, J. S. Gracy and K. E. Fender-son, vice-presidents, and W. C. Schoeppe, comptroller. Directors of the company living in Pinellas County are R. J. McCutcheon, Jr., and A. Waller Smith.

Transit System

The St. Petersburg & Gulf Electric Railway, from which Davis expected big profits, operated at a loss for many years. The company undoubtedly would have gone bankrupt had it not been for large loans made by Jacob Disston, of Philadelphia. Disston made the loans largely because he owned large tracts of land in the Gulfport area and consequently was desirous of having that section connected by rail with St. Petersburg.

The trolley company broke even for the first time during the winter of 1909-1910. In making the announcement, the company officials also stated that they would build a seven-mile extension of the Gulfport line to Johns Pass within a year. However, the plans of the company were changed and the extension was not built.

During 1910, the trolley line was extended to Bayboro at the expense of the Bayboro Investment Company. The first car made the round trip on January 5, 1911, with officials and stockholders of the Bayboro company on board. The line was turned over to the trolley company for operation. An extension to Coffee Pot Bayou through Snell & Hamlett's North Shore development was built the same way, the first car running over the line on April 18, 1912.

The West Central extension was built out to Twenty-eighth street by February 11, 1913, and completed to the Jungle in the summer of the same year. The Bayboro line was extended to Big Bayou at the expense of the Big Bayou Railway Company during the winter of 1913-14 and the first cars were run on March 12, 1914, carrying nearly a hundred invited guests. F. R. Kennedy, owner of the Grand View subdivision, was the chief backer of the Big Bayou Railway Company. As in the case of other extensions similarly constructed, the completed line was turned over to the trolley company for operation.

Another extension was made during the winter of 1913-14, tracks being laid on Ninth street as far north as Thirteenth avenue. C. W. Springstead, the developer of Spring Hill subdivision; A. F. Bartlett and Albert E. Hoxie, owners of other subdivisions in the Ninth street section, bore the expense. This line was extended eastward in 1916 to the Southland Seminary which had just been purchased by H. Walter Fuller who intended to convert it into a hotel. His plans fell through and the buildings were sold to the Florida Masons and converted into the Masonic Home.

The trolley company, along with other companies in the Davis empire, collapsed late in 1917 and on April 7, 1919, the trolley system was bought at forced sale by Jacob Disston, of Philadelphia, and Warren Webster and Horace F. Nixon, of Camden, N. J., for \$165,000.

Under terms of an agreement between the new owners and city officials made in Philadelphia on June 30, the city started operating the trolley system on July 1 with an option of purchase. On August 30, 1919, the city voted 350 to 103 in favor of a \$250,000 bond issue, \$175,000 of which was for the purchase of the properties and \$75,000 for improvements, including \$22,500 for car equipment and \$28,500 for track construction.

In the purchase of the trolley system, the city also acquired title to a waterfront lot at the foot of Second avenue north from which the company had extended its "electric pier" in 1906. The pier had been torn down in 1914 after the municipal pier was built but the city had been unable to reach an agreement with the company whereby it could obtain the lot, badly needed in the waterfront development program.

The transit system was greatly extended and modernized during the booming Twenties. Practically all the street cars still being used in 1947 were purchased during that period, including many others which have since been junked. The improvement program cost \$879,000.

In May, 1926, the city purchased eight busses and on June 5, 1926, placed all eight in operation on a route to Lealman.

No more busses were purchased until 1936 when two more were bought. Since then the fleet has been enlarged yearly. In July, 1947, a total of 36 busses and 33 street cars were in operation. Practically all the busses were used in establishing routes through new territory, the chief exception being the substitution of busses for street cars on the Shore Acres line which had been opened on July 1, 1926. This substitution was made in 1930.

During the fiscal year 1927-28, the transit system carried 4,200,000 passengers; 2,860,000 in 1935-36; 4,350,000 in 1940-41; 7,930,000 in 1942-43, and 10,980,000 in 1945-46. The revenue increased from \$281,278 in 1927-28 to \$803,549 in 1945-46. In 1927-28, the system showed a loss of \$148,420; in 1940-41 a profit of \$40,629 and in 1945-46 a profit of \$280,990.

Shortly after the end of World War II a movement was started to get rid of all the street cars and use busses on all the routes. Opponents of the street cars said they were noisy and antiquated, delayed the flow of traffic, and were generally

unsatisfactory. A long controversy followed. It was finally ended Tuesday, October, October 21, 1947, when the city council voted 5 to 2 for immediate conversion to busses, the change-over to be completed by December 15. Voting "no" were Mayor Bruce Blackburn and Councilman Harry W. McCormick. Councilmen who favored the change were Paul B. Barnes, E. G. Deane, C. Frank Harrison, Samuel G. Johnson and Excel C. Queen.

Municipal Power Plant

In 1919, when the city acquired the transit system, power for the trolley lines was being furnished by the Pinellas County Power Company, successor to the St. Petersburg Electric Light & Power Company. After the purchase, the city continued to get power from the same source. The city paid the same rates as it paid the Pinellas for power supplied to the municipal gas plant, under terms of a ten-year contract made in 1914.

Late in 1922 negotiations were started by the city for a new contract but an agreement could not be reached on rates. After long, heated discussions, the city then decided to build a power plant of its own and one was constructed at Ninth avenue and Eighteenth street north at a cost of \$311,000. It was completed on July 27, 1923. Shortly thereafter it began supplying power for the trolley lines, car barns, gas plant and city hall. Beginning in 1926, it also provided power for street lighting, after it had been enlarged and improved at a cost of \$337,000, making a total investment of \$648,000.

An interchange of power with the Florida Power Corporation was started August 15, 1943. The arrangement provided for the Florida to furnish off-peak power for street lighting and other municipal purposes from midnight to 8 a.m. daily, and on Sundays and holidays, and for the city to supplement the Florida power during peak periods on week days.

Chief engineers of the municipal power plant have been: C. L. Heath, 1922-29; James Gibson, 1930-33; W. R. Levins, 1933-47, and L. W. Bailey, since the spring of 1947.

Telephone Service

St. Petersburg's first public telephone system was provided late in 1899 by John T. Goodrum and Charles L. Goodrum, brothers, and T. C. Parker, of Macon, Ga. An exchange was established on the second floor of a wooden building on the southwest corner of Central and Third and second-hand equipment was installed. After 18 subscribers were secured, the system was placed in operation.

The phones hissed and hummed and many subscribers ordered their phones taken out but in March, 1901, new Bell telephones and a Bell switchboard were installed and the service became a little better. A. P. Avery and Joe Patton bought out the promoters' interests in May, 1901, and soon after organized the St. Petersburg Telephone Co. which in June was granted a franchise by the town council. (See Chapter 6.)

A controlling interest in the company was purchased late in 1903 by the Peninsular Telephone Co. which established the West Coast Telephone Co. In January, 1907, the Peninsular sold its interest to Avery and Patton, who had retained some of their stock, for \$3,800.

Howard Frazee, a former Peninsular employe who had come to St. Petersburg in 1906 to take charge of the system, was retained by Avery and Patton as superintendent. He said later that when he came the service was so poor that the company had not tried to collect a bill for three months. The telephone wires were nothing but strings of rust, and the phones crackled so badly that conversation over them was nearly impossible.

New telephone poles and wires were provided during 1907 and 1908 and in 1910 a new exchange was established at 323 First avenue south. The rapid growth of the city necessitated many improvements and extensions and to get money to pay for them, the company increased its capital stock. Bayard S. Cook, C. C. Carr, Al. F. Lang, Jacob Disston and Herman Dann acquired an interest in the concern and became directors.

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Expansions and improvements which could not be financed locally became necessary early in the Twenties and in 1923 the directors sold the exchange to the Peninsular for \$400,000. The Peninsular immediately began to improve and expand and in 1925 completed its new four-story building at 828 Arlington avenue north. Overhead wires were removed in the downtown section and underground conduits were laid. An automatic system was installed which went into operation at 10:30 p.m., November 14, 1925.

Since 1925, sub-exchanges have been built at Pasadena and on the Gulf beaches and in late 1947 another exchange to serve Pinellas Park and Lealman districts was under construction.

Growth of the local exchange is shown by the increase in the number of subscribers: 1905—240; 1918—1,200; 1921—2,800; 1924—5,050; 1925—7,200; 1930—9,873; 1938—13,097; 1942—17,359, and on November 1, 1947—24,347.

Howard Frazee was succeeded as manager by Joe H. Kerrick in 1920 who served until Ora F. Frazee was appointed late in 1921. LaVerne Thomas, the present manager of the exchange, succeeded Frazee in 1928. In late 1947, the exchange employed 220 persons.

Municipal Water System

For more than ten years after St. Petersburg was founded the people depended upon rain barrels, water tanks or wells for their water supply. A number of attempts were made to obtain a waterworks system but all failed.

During the Spanish-American War, the War Department sought a supply of pure water for the troops stationed at Tampa, the Tampa water supply being inadequate and brackish. Tests were made of the water in Reservoir Lake, now called Mirror Lake, and it was found that the water was of excellent quality. Permission was secured from the town council to run a pipe line from the lake to the end of the railroad pier and the water was taken on boats to Tampa. It also was used on the transports running from Tampa to Cuba and also by battleships.

On March 8, 1899, an election was called on a \$5,000 bond issue to pay for a municipally owned waterworks. The issue was approved, 17 to 5, but the election was later declared illegal. Another election was held May 23, 1899, this time on a \$10,000 issue. It was approved, 31 to 9. Again the issue was attacked in the courts. But this time, the town officials did not intend to be halted. Mayor Edgar Harrison and members of the town council signed notes and obtained the money needed from the St. Petersburg State Bank.

Machinery for the pumping plant was ordered, a water tower was built on the corner of Fifth street and Second avenue north, and water mains were laid in the downtown section. The waterworks were completed, and the water was turned on, December 12, 1899. In 1904, water mains were extended to the more built-up residential sections.

Reservoir Lake continued to be the sole source of the city's water supply for a number of years. During the winter of 1905-06, however, the water level in the lake began to drop as a result of the increased water consumption and it became apparent that another source would have to be found. The city council employed W. W. Jacobs to drill a ten-inch well. A 20-foot vein of water was struck 450 feet below the surface and at first it was believed that the water contained no minerals and was as good in every way as that of Reservoir Lake.

The city rejoiced, but the rejoicing did not continue long. The housewives soon learned that the water was hard and when the well was used, during the next winter, there was much criticism. However, the city had to have water, and hard water was decidedly better than no water at all. Consequently, the city continued to drill wells, one after another.

By 1923, a total of six wells had been drilled in the Mirror Lake section and it was learned that the underground basin was being tapped to its limits. Three wells then were drilled at Crescent Lake. In 1925, the Mirror Lake wells were yielding 1,600,000 gallons daily and the Crescent Lake wells 1,800,000 gallons.

During the boom years, a total of \$1,460,000 was spent by the city to lay water mains in all sections of the city, construct elevated water tanks, and build a new, modern pumping plant. The total assets of the water system in 1929 were \$1,878,993 and during that year it showed a profit of \$23,751.

The water situation became acute during the booming Twenties and plans were discussed constantly to get a bigger and better supply. Nothing definite was done, however, until the summer of 1929 when a special committee appointed by Mayor John N. Brown recommended getting water from the Cosme-Odessa region. The city then made a contract, approved by the voters, with the Layne-Southeastern Company, of New York, to bring in water from Cosme-Odessa and sell it wholesale to the city. The contract provided that the city could purchase the supply system at the end of five years for \$3,250,000. Construction work on the supply system was rushed and it was completed September 13, 1930. On the following Thursday, the new system was formally accepted by the city and a soft water jubilee was held in Williams Park. (See Chapter 9.)

The Layne-Southeastern Company turned its franchise over to a subsidiary company, the Pinellas Water Company, which continued to supply the water needed. The holdings of this company were purchased by the city December 6, 1940, for \$2,810,000. At the same time, the city bought Weekiwachee Springs and 527 acres surrounding for \$150,000. To make the purchases, a \$3,000,000 revenue certificate bond issue was authorized by the city council. \$40,000 was left over to make general improvements.

During the fiscal year 1939-40, the last year the water was supplied by the Pinellas Water Company, the city consumed 1,409-880,000 gallons. The consumption during the year 1945-46 was 2,125,320,000 gallons. In March, 1946, the city built a second 3,250,000 gallon above-ground steel reservoir at Washington Terrace. The city's water system in July, 1947, had an original cost value of \$5,685,000 and a depreciated book value of \$4,535,000.

Municipal Gas System

Tired of cooking on hot wood stoves or smelly kerosene ranges, St. Petersburg housewives began clamoring for gas shortly after the turn of the century. The town fathers listened to their pleas and began debating the question of whether it would be better to give a franchise to a private company or to provide a municipally owned system. The debate continued for years.

In 1907, a twenty-year franchise was granted to the Lewis-Slemmer-Howard Company and work on a plant was started. But the "money panic" late in 1907 upset the company's plans and the project was abandoned.

During the next five years, the gas question bobbed up repeatedly but it was not until 1913 that the city council granted another franchise. It was awarded to the McClure Company, of Peoria, Ill., and was to extend for thirty years. Mayor A. C. Pheil, a strong advocate of municipal ownership, vetoed the ordinance but the council passed it over his veto. However, the company failed to build the plant, and it forfeited the franchise.

Arguments presented by Mayor Pheil for municipal ownership finally began to have effect and when the new city commission took office in July, 1913, one of its first acts was to hire an expert to draw plans and specifications for a gas plant.

A referendum was called by the commission for December 3, 1913, to decide whether the city should grant a franchise to private individuals or operate its own plant. The citizens voted 256 to 35 for municipal ownership. A \$148,000 bond issue to purchase a site, build a plant, and lay mains was approved May 12, 1914, by a vote of 156 to 27. Construction of a plant on Twelfth street south of Third avenue was started late in July and on December 1 the gas was turned on. Several days before this, on Thanksgiving Day, the work had advanced far enough to supply gas for the home of J. G. Bradshaw, commissioner of public affairs.

To keep pace with the rapidly growing city, the generating and storage facilities of the plant were increased repeatedly during the booming Twenties, bond issues

totaling \$945,000 being issued to pay the cost. Gas mains also were extended to all parts of the city.

During the depression years, the number of service connections remained almost constant but the amount of gas used per meter increased greatly, due largely to the fact that it was being used more and more for heating homes. And when the depression ended, the number of meters increased as well as consumption.

In 1944 it became evident that the plant, as it then was, could no longer supply the city's needs and the city council authorized the construction of a 2,000,000-cubic foot gas holder at a cost of \$230,000. The council also authorized the Semet-Solvay Engineering Corp., of New York, to make a thorough survey to determine what further improvements were necessary. As a result of this survey, expenditures of \$700,000 were authorized, financed by a revenue certificate bond issue. Later it was learned that the total expenditure would be about \$1,000,000. The improvement program was practically completed by late fall of 1947. It provides a daily generating capacity of 12,000,000 cubic feet and holder capacity of 3,000,000 cubic feet. Besides, the quality of the gas was improved.

Superintendents of the gas plant have been: J. W. Perkerson, 1914-1924; C. B. Clark, 1925-26; Perkerson, 1927-45; D. B. Shepard, fall of 1945 to present (1947).

Railroads

Prior to the early '80s, when numerous railroad projects were started in Florida, Pinellas Point was isolated from the rest of the nation. The nearest railroad point was Cedar Keys, about sixty miles north of Clearwater on the West Coast. Cedar Keys was the western terminus of the narrow-gauge railroad owned by the Florida Railway & Navigation Company. The road, completed in 1858, extended northeast to the port city of Fernandina, a distance of 155 miles.

Tampa got its first railroad in 1884 but nothing was accomplished toward bringing a railroad to Pinellas Point until Peter A. Demens began building the Orange Belt

Railway in 1886. Demens originally intended to terminate his road either at Disston City or take it on to Mullet Key. But he could not make arrangements which were satisfactory to him and the treasurer of his company, Henry Sweetapple, entered into negotiations with J. C. Williams which resulted in the road's coming to the present site of St. Petersburg.

The railroad was completed to the edge of Williams' property on April 30, 1888, and on June 8, the first train came into St. Petersburg from the eastern end of the line on the St. Johns River. The tracks were laid down to Second street in December and the railroad pier was completed early in 1889.

Demens got into financial difficulties while constructing the road and in July, 1889, it was taken over by a syndicate of financiers composed of E. W. Clark & Co., Ed. T. Stotesbury and Drexel & Co., all of Philadelphia, and H. O. Armour & Co., of New York. The syndicate operated the railroad until January, 1895, when it leased the road to Henry Plant who operated it as a part of the Plant System, the name being changed to the Sanford & St. Petersburg Railway. While the railroad was under Plant control, the tracks were widened from narrow-gauge to standard gauge from Trilby to St. Petersburg, permitting through traffic from the North. This improvement was made in 1897.

A complete account of the construction of the Orange Belt Railway, and the part it played in the founding of St. Petersburg, is given in the general text.

The Sanford & St. Petersburg Railway was absorbed by the Atlantic Coast Line in April, 1902. In commenting on the purchase, the St. Petersburg Times stated in the issue of April 12: "The policy of the Plant System has never been helpful to growing industries and new settlements in this section . . . and St. Petersburg has no reason to feel disappointed over this big railroad merger . . . It is not very difficult to satisfy one's self that if any change at all follows it will be beneficial."

A freight depot was built by the ACL between Seventh and Eighth streets early in 1905 and early in 1906 the old passenger depot at Second street was remodeled. Service given by the railroad during this

period was said to be unusually bad and an indignation meeting was held December 4, 1906, attended by almost all the business men in town. Postmaster Roy S. Hanna produced records to show that not one train carrying mail had arrived on time during the month preceding. A resolution was passed asking the postmaster general to intervene and take such steps as might be necessary to give St. Petersburg better mail service.

Less than a month later the ACL announced that it had authorized the purchase of \$5,000,000 worth of new equipment and high officials of the railroad came to St. Petersburg and promised better service. The promise was kept and during the next few years many improvements were made. The roadbed was re-ballasted and heavier rails laid down. Larger locomotives and better coaches were put on the line. Trains began coming in on schedule.

The first through Pullman, "Salome", arrived in St. Petersburg from New York Tuesday morning, November 16, 1909. The first special train, bringing more than 200 winter visitors from Ohio and Indiana, arrived January 9, 1913.

A new freight depot to replace the one built in 1905 was completed February 20, 1914, and a new \$100,000 passenger depot was completed Friday, March 15, 1915.

The Tampa & Gulf Coast Railroad, which had built a road to Tarpon Springs in 1911, sought a franchise to enter St. Petersburg in 1913. A few persons fought the new road, contending that a competing road should not be allowed to come to the city at a time when the ACL was spending large sums for improvements. But when the proposed franchise was submitted to the voters on June 2, 1914, it was ratified 343 to 17.

This favorable action of the voters did not end the difficulties of the Tampa & Gulf Coast. Property owners along the proposed right-of-way threatened to fight the railroad in the courts. After negotiations which ended nowhere, the railroad officials announced that they would give up the idea of coming to St. Petersburg rather than get into a long court battle. Realizing that the railroad was not bluffing, a group of St. Petersburg boosters bought the land necessary for the right-of-way. Later this property was turned over to the city at cost plus interest, even though it had increased many times in value in the meantime. The men who bought the land and made the railroad possible were A. F. Bartlett, John N. Brown, J. S. Davis, Roy S. Hanna, J. Frank Harrison, Noel A. Mitchell and A. C. Pheil. Altogether they bought ten acres of land and twelve lots, costing \$12,000.

The completion of the Tampa & Gulf Coast, connecting St. Petersburg with Tampa, was celebrated September 22, 1914. The first passenger train, pulling fifteen coaches, brought in 1,500 persons from along the line. A crowd of 3,000 was waiting at the depot and when the train pulled in, the celebrators went to Williams Park where a barbecue was held.

A double daily passenger service was started immediately, connecting with the Seaboard at Tampa. The first trainload of passengers coming from Jacksonville direct to St. Petersburg arrived January 4, 1915. Shortly afterward, the Tampa & Gulf Coast was absorbed by the Seaboard.

In recent years, repeated efforts have been made by city officials and civic leaders to persuade the railroads to abandon their tracks and depots in the downtown section and establish a union depot at a more suitable location. Up to late 1947, however, no arrangement to do this had been completed.

CHAPTER 14

SPORTS OF ST. PETERSBURG

BACK in the days when St. Petersburg was young, almost the only recreational attractions offered by the infant town were fishing from the railroad pier, swimming from the Orange Belt bathing pavilion, and boat trips on Tampa Bay.

Today, nearly sixty years later, St. Petersburg still offers fishing, swimming and boating as attractions. But it also has a wide range of other recreational activities for both home folks and winter visitors—so many, in fact, that St. Petersburg is famous as one of the foremost winter playgrounds of the nation.

Baseball, golf, tennis and the other better known sports all have their place in the recreational set-up but the Sunshine City has popularized what are known as "tourist sports" to the point where they have become predominant.

Shuffleboard is the major "tourist sport." It started on the decks of ocean liners and was anchored to land in Florida—at Daytona Beach, to be exact.

Then it came to St. Petersburg. In 1924, a group of shuffleboard enthusiasts built two courts in Mirror Lake Park and, with a green bench as a clubhouse, started the now-famous Shuffleboard Club. The founders of the club were M. J. Kane, E. E. Peterson, E. F. Wolfrum, Jacob Martin, Fred Brown and A. J. Dickersons, Jr. Some day St. Petersburg will build a monument to those men—they really started something!

The club now is a city within itself, with more than a hundred courts and clubhouse buildings representing an outlay of more than \$100,000, and an annual membership of more than 8,000.

The city gave the club the Mirror Lake property on which the grounds are located but, aside from that, the club is entirely self-supporting. It has built its handsome

club buildings, rest rooms and grandstand from its membership fees and in late 1947 was completing more than \$50,000 worth of new buildings and other improvements.

From Mirror Lake Park, shuffleboard has spread to other parts of the city and there are now five shuffleboard clubs in the St. Petersburg area with a combined membership of well over 10,000 and more than 150 courts. In addition, there are many courts at hotels, apartment houses and in residential sections.

"Tourist sports" in the strictest sense were started in St. Petersburg in an open lot on the southeast corner of Fifth and Central. There the Sunshine Pleasure Club was born in 1909, with Samuel J. Clement, Judge F. J. Betts and C. M. Hite as its first officials. The principal game played was horseshoes. The club's "grounds" later were moved to other vacant lots on Central.

In the fall of 1912, the club members invaded Williams Park, taking over the southeast corner. There horseshoe and quoit lanes were laid out under the shade trees, and benches and tables were added for chess, checker and domino players. Soon afterward, several roque courts were constructed.

In 1915, A. J. Mercer, a winter visitor from Toronto, conceived the idea of lawn bowling on marl courts and, as a result, the St. Petersburg Lawn Bowling Club was born. Early in 1916 Mayor Al. F. Lang granted permission to the club to construct links in Mirror Lake Park and the club membership thereafter increased steadily. In 1936, the quoit and lawn bowling clubs combined and a large clubhouse was erected, taking the place of a smaller one erected earlier.

The tourist sports which had settled in Williams Park were forced to move in

1922 when the heirs of J. C. Williams went to court and secured an injunction to restrain the city from allowing any club to have exclusive rights over any portion of the park. That injunction ended Williams Park as a sport center.

The "eviction" from Williams Park helped the clubs more than it harmed them. They moved to the waterfront and to Mirror Lake where they had much more room to expand.

St. Petersburg became famed as the winter capital of horseshoe pitchers soon after the end of World War I. Champion-

grandstand was packed. It was a great tournament and is still remembered by all the old timers.

Mirror Lake Park now embraces the largest shuffleboard club in the world, the largest lawn bowling club, one of the country's few roque stadiums, and a chess divan which attracts devotees of the game from all parts of the United States and probably has more champions and near-champions than any other chess club in the world. Other clubs have their headquarters at Waterfront Park and at Bartlett Park.

ship matches were held for two years in Williams Park and then in the winter of 1921-22, championship clay lanes were laid out at the waterfront, near Central avenue, and a grandstand was built. A super-doooper championship tournament was held there in the spring of 1922, attracting sports writers from scores of big newspapers and syndicates. Such famed players as C. C. Davis, Putt Mossman, Frank Jackson, Harold Falor, Jimmy Risk and Bert Duryea took park. Those were the fellows who could toss double ringers almost blindfolded. When they played, the

The park areas devoted to the "tourist sports" also find card players enjoying bridge and other card games in the outdoors on sunny days. It is a common sight to see hundreds of card players around tables in the parks absorbing the sun's rays and trumping their partners' aces, and holding post-mortems.

National championships in shuffleboard, roque, lawn bowling and horseshoe pitching attract followers of these sports from all parts of the country. And St. Petersburg newspapers headline the championship matches just the same as world series

ball games are headlined in other cities. Yes, the tourist sports make big news in St. Petersburg and mean much to the Sunshine City.

Golf

Way back in 1907, when St. Petersburg had less than 3,500 inhabitants, the city got its first golf course. It was located at Bayboro on land provided by the Bayboro Investment Company, which developed Bayboro Harbor. A club house was erected and J. H. Mullan, a professional from Boston, was engaged to be instructor and have charge of the course.

The course was opened in February, 1907, but the club was never a success. Members found it difficult to get to the clubhouse from the city because of the deep sand. They either had to walk or go two miles by boat, so they did not play. The professional finally became so lonesome that he gave his clubs to C. A. Harvey and left. The golf course grew up in weeds, the clubhouse became decrepit, and that was the end of the club.

For the sake of the record, however, the names of the backers of that first golfing venture should be given. They were: Noel A. Mitchell, W. L. Straub, J. G. Foley, Dr. A. B. Davis, W. H. English, T. K. Wilson, W. E. Heathcote, C. A. Harvey, C. A. Smith, Jr., C. W. Barker, A. F. Bartlett, David W. Budd, T. A. Chancellor, A. F. Freeman, F. E. Cole, S. E. Denny, Roy S. Hanna, R. W. Thomas, W. H. Adams, V. N. Ridgeley and W. J. Longman.

The first golf course which became popular was owned by the St. Petersburg Country Club. It was located at the Jungle on land provided by the Johns Pass Realty Company. Money to pay for the course and clubhouse was subscribed by the city's leading citizens. The course was laid out by A. W. Tillinghast, a nationally-known golf architect. The course was opened January 1, 1916.

The first officers of the club were Al. F. Lang, president; H. Walter Fuller, vice-president; H. M. Pancoast, secretary, and John D. Harris, treasurer. Directors were A. P. Avery, A. F. Thomasson, Charles R. Hall, T. A. Chancellor, David W. Budd and E. E. Madeira. The name of the club later was changed to the Jungle Country Club.

The first nine-hole course at Coffee Pot was constructed during 1919 by C. Perry Snell and opened January 19, 1920. A second nine-hole course was opened in 1921. The ground used in the golf course later was taken over for residential purposes and the present 18-hole course and clubhouse were constructed by Snell. During the depression the course and clubhouse were acquired by D. L. Clark, of Teaberry Gum fame, and are now known as Clark's Sunset Golf Club.

Three other 18-hole courses were built during the boom days—at Lakewood Estates, Pasadena and Shore Acres. The Pasadena course, then known as the Bear Creek Country Club, attracted such noted professionals as Walter Hagen, Bobby Jones, Gene Sarazen, Jim Barnes, Bobby Cruikshank, Johnny Farrell, and a host of others. The course was purchased by Dixie M. Hollins during the depression and leased to the city for use as a public course.

The Lakewood course was purchased in 1935 by the Lakewood Country Club from E. R. Sheldon, receiver of the National Bond Mortgage Company. The first officers of the club, which has a membership of 300, were George S. Patterson, president; W. W. McEachern, first vice-president; W. F. Davenport, second vice-president; D. C. Robertson, secretary, and E. R. Sheldon, treasurer. The clubhouse was opened 1, 1936.

Fishing and Boating

The first club for St. Petersburg anglers and boatmen was formed by Captain W. Budd and some of his friends in 1905. A small building was erected on piles at Pinellas Point at what was known as Budd's Beach. Members of the club made frequent trips to the clubhouse and Captain Budd became famous as a maker of clam chowder. It was duty of the other members to dig the clams and catch the fish for the dinners.

A more pretentious clubhouse was built at the Point by a club of five members in 1907. The members were T. E. Willson, E. H. Meyers, Ed. T. Lewis, J. G. Lewis and J. W. Key. B. C. Williams, who built the clubhouse, was made honorary member. The building contained a large dining hall, kitchen, pantry and six bedrooms and

was surrounded by a large porch. The name of "Pinellas Boating & Fishing Club" was adopted. The membership of the club increased rapidly.

On January 26, 1908, the club members held their first motor boat regatta. Nineteen power boats circled about E. H. Tomlinson's houseboat, Kootenay, and bore away for the point. About sixty members assembled at the clubhouse for dinner prepared by Barney Williams.

The clubhouse was wrecked by a heavy storm in 1910 and never replaced.

The Tarpon Club, which conducted tarpon tournaments annually for many years and succeeded in getting much publicity for St. Petersburg, was organized November 10, 1907. The first officers were: George E. Downey, president; W. H. English, vice-president; W. L. Straub, secretary and treasurer. Other directors were: Roy S. Hanna, George Boyer, R. D. Jackson, Ed. T. Lewis. After many successful years, the club disbanded. In recent years tarpon tournaments have been conducted under the auspices of the Junior Chamber of Commerce.

A movement to organize a yacht club in St. Petersburg was started in 1909 but nothing definite was accomplished until June 23, 1916, when the St. Petersburg Yacht Club was organized. The first officers were: Frank C. Carley, commodore; A. G. Butler, vice-commodore; D. W. Budd, rear commodore; A. T. Roberts, secretary, and John D. Harris, treasurer. The directors named were: Lew B. Brown, Ed. T. Lewis, W. L. Straub, A. L. Johnson, George S. Gandy, Sr.; T. A. Chancellor, C. M. Roser, Roy S. Hanna, Dr. W. M. Davis, H. Walter Fuller, J. G. Foley, Robert Carroll and C. W. Greene.

After a fund of \$15,000 had been raised, the club secured from the city a 30-year lease on the waterfront lot at the foot of Central avenue and a clubhouse was constructed. It was formally opened June 15, 1917. A large addition costing \$60,000 was completed December 21, 1922.

Since its organization, the club has been instrumental in making St. Petersburg famous as a yachting center and has been active in the promotion of sailing, especially fish class competition. The annual regatta of the Gulf Yachting Association

has been held here several times. In 1929, the club established the St. Petersburg-Habana yacht race which became an annual event. The club has produced more speedboat champions than any other club in this section.

Baseball

St. Petersburg organized its first baseball team shortly after the turn of the century. It wasn't much of a team but it managed to hold its own against other amateur teams from nearby towns. Games were played on vacant lots south of the railroad tracks.

The first real ball field was established on the northeast side of Mirror Lake during the fall of 1908. It was dedicated October 29, 1908, at a game between the Cincinnati Reds, which had come to the West Coast on a barnstorming trip, and the St. Petersburg Saints. The Reds won, 7 to 0. That was the first time a big league team ever played in St. Petersburg.

Games were played at Mirror Lake until 1911 when the lake overflowed and ruined the field. The Saints then moved to Symonette Field on Tangerine avenue just west of 40th street. Money to build the field was raised by public subscription.

A movement to persuade a big league ball team to come to St. Petersburg for spring training was launched in the fall of 1912 by the Board of Trade. Miller Huggins, manager of the St. Louis Cardinals, was invited to bring his team here by H. B. Smitz, member of the Board's baseball committee. Smitz and Huggins owned a skating rink in Cincinnati and were close friends. But efforts to get the Cardinals failed.

A more determined effort was made during the summer and fall of 1913 by the St. Petersburg Major League & Amusement Company, capitalized for \$50,000. P. W. Coe was elected president; Paul R. Boardman, vice-president; E. C. Wimer, secretary, and D. E. Beach, treasurer. Others on the board of directors were E. H. Ladd, V. N. Ridgeley and A. C. Odom, Jr.

As a result of the work of this group and other baseball fans, the St. Louis

Browns came here in the spring of 1914. The agreement stipulated that St. Petersburg was to provide the diamond, pay transportation expenses of forty men to and from St. Petersburg, and pay all the expenses while here. The local company was to get the revenue from games played in St. Petersburg.

A site for the park at the head of Coffee Pot Bayou was leased for three years from Snell & Hamlett and work began at once in clearing the ground. The Browns arrived on February 16, 1914, and on February 27 the first game between two major league teams was played in St. Petersburg between the Browns and the Chicago Cubs. The Cubs won 3 to 2. Four thousand fans attended.

The receipts during the first season amounted to approximately \$10,500 while the expenses totaled \$11,500, leaving the baseball company with a \$1,000 deficit.

Through the efforts of Al. F. Lang, who later won fame by becoming St. Petersburg's "ambassador of baseball," the Philadelphia National League team was brought here in the spring of 1915. The Phillies returned again in the spring of 1917 and the spring of 1918. The Indianapolis American Association team came in 1921 and trained at old Moore field Park at Fourth street and Seventh avenue south.

The following spring found the Boston Braves entrenched at a new waterfront ball field, one block north of the present Al Lang Stadium. The Braves remained here through 1937 when they were succeeded by the St. Louis Cardinals, who still train here.

The Braves were joined in 1925 by the New York Yankees for whom the city built a new ball park and clubhouse at Crescent Lake Park at Thirteenth avenue and Fifth street north. A few years later the name of the diamond was changed to Miller Huggins Field in honor of the late manager of the Yankees. Except for World War II years, the Yankees have trained here continually since 1925.

Al Lang Field was dedicated March 12, 1947. (See Index: Al Lang Field.)

St. Petersburg Kennel Club

A relatively new sport which has a host of followers is greyhound racing. To promote the sport, the St. Petersburg Kennel Club was organized in the fall of 1924. A tract of land on Gandy boulevard was purchased, a track laid out and a grandstand erected. The first races were run on January 3, 1925. Since then, the sport has become increasingly popular and the St. Petersburg Kennel Club has the distinction of operating the oldest dog track in the world.

Quarterback Club

An organization which has helped greatly in promoting athletics at the St. Petersburg High School is the St. Petersburg Quarterback Club, composed of more than two hundred of the city's leading business and professional men.

The club was organized in November 1938 in Durham, N. C., by a number of men who had gone there to witness a football game. They decided that something would have to be done to provide a stadium where the St. Petersburg high school team could play. Harry Childs was elected president of the club, and retained that position until this year. Other officers were: Dr. William Davis, vice-president, and Harry Playford, treasurer. Other charter members were: John D. Harris, Earl Askew, John Rhodes, Paul W. Hoxie, George Wiley, Rex McDonald, William Stambaugh, James D. Bourne, Burwell Neil, A. F. Adcock, L. C. Brown, Henry Taylor, Lawton Swan, Sr., Vernon Agee, Glenn V. Leland, Charles Veasey, Dr. Harold Weller, William Kaleel, Dr. Charles Hebart, and Dr. LeRoy Wylie.

As a result of the club's work, a new football field was constructed with stands having a seating capacity of 3,000 at a cost of \$19,000.

Present officers of the club are: M. J. Irwin, president; John Brooks, vice-president; Lewis Wray, secretary and E. R. Sheldon, treasurer.

CHAPTER 15

TOWN AND CITY GOVERNMENT

ST. PETERSBURG was incorporated as a town at a meeting of 31 citizens held at Cooper's Hall, Monday morning, February 29, 1892. The vote for incorporation was 15 to 11, with five citizens abstaining from voting. A hot battle followed in the election of the first town officials. David Moffett, heading an Anti-Saloon League ticket, finally defeated J. C. Williams, Sr., 21 to 10. Councilmen elected were: George L. King, Charles Durant, Arthur Norwood, Frank Massie, and J. C. Williams, Jr. Wm. J. McPherson was elected clerk and S. A. Sloan, marshal. For a detailed account of the first election, see Chapter 6.

The men who served St. Petersburg as mayor while it was a town were: Moffett,

to March 8, 1893; Judge Wm. H. Benton, March 9, 1893, to April 27, 1893; David Murray, April 28, 1893, to March, 1894; H. W. Hibbs, 1894 and 1895; J. A. Armistead, 1896, 1897, 1898; Edgar Harrison, 1899; Armistead, 1900; Edgar Harrison, 1901; R. H. Thomas, 1902, and George Edwards, 1903.

The councilmen during this period were: George L. King, 1892; J. C. Williams, Jr. 1892-93, 1899-1900; F. Massie, 1892-93; Charles Durant, 1892-96; Arthur Norwood, 1892-93, 1896-97; B. F. Livingston, 1893; J. C. Hoxie, 1893-95, and 1903; T. M. Clark, 1894-95; T. F. McCall, 1894-95; T. A. Whitted, 1894-95; J. T. Hearn, 1895; S. A. Burrier, 1896-97; R. T. Daniel, 1896-

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98; David Moffett, 1896-97; J. G. Bradshaw, 1897-98; B. C. Williams, 1898-1901; T. R. Chapman, 1898-99; H. P. Bussey, 1898-99; A. P. Avery, 1899-1900; George Edwards, 1899-1902; A. Welton, 1899-1900; W. A. Sloan, 1900-01; A. P. Weller, 1900-01; W. L. Ainslee, 1901-02; F. E. Cole, 1901-02; W. C. Henry, 1901-02; B. T. Railsback, 1902-03; C. C. Wilder, 1902; J. B. Wright, 1902-03; F. R. Chapman, 1903; F. E. Cole, 1903; F. P. Klutts, 1903, and W. A. Coates, 1903.

St. Petersburg was incorporated by an act of the State Legislature in 1903 and the bill was signed by the governor on June 6. The first election under the city charter was held Tuesday, March 1, 1904.

The commission form of government was approved by the voters, 361 to 78, on March 5, 1912, and a charter bill permitting it was passed by the State Legislature in 1913 and signed by the governor on May 14.

From the time St. Petersburg became a city and the time when the commission form of government was started, the mayors were: R. H. Thomas, 1904-05; T. J. Northrup, 1906-07; Dr. H. A. Murphy, 1908-09; A. T. Blocker, 1910-11, and A. C. Pheil, 1912-13.

The councilmen during this period were: A. T. Blocker, 1904-05; T. J. Northrup, 1904-05; A. C. Pheil, 1904-07; T. R. Chapman, 1904-05; F. E. Cole, 1904-05, 1908-09; C. P. Goodwin, 1904-05; Ed T. Lewis, 1906-07; W. E. Allison, 1906-07; C. W. Springstead, 1906-07; David Moffett, 1906-07; S. M. Eddins, 1906-07; B. C. Williams, 1906-07; R. Veillard, 1908-09, 1912-13; S. E. Bodman, 1908-09; A. L. Freeman, 1908-09; H. A. Kellam, 1908-09; J. C. Blocker, 1908-09; James S. Norton, 1908-09; M. H. Axline, 1910-11; G. W. Blodgett, 1910-11; John N. Brown, 1910-11; C. B. McClung, 1910-11; W. B. Pope, 1910-11; J. J. Sullivan, 1910-13; R. E. Sykes, 1910-11; G. N. Sarven, 1912-13; Cramer B. Potter, 1912-13; Charles Braaf, 1912-13, and Joseph W. Taylor, 1912-13.

On July 1, 1913, T. J. Northrup was elected commissioner of public safety, J. G. Bradshaw, commissioner of public affairs, and C. D. Hammond, commissioner of public works. Northrup received the most votes so he was to stay in office six years;

Bradshaw, next, four years, and Hammond, last, two years. Bradshaw was chosen mayor. Hammond was re-elected June 1, 1915. Two attempts to oust the commissioners from office were made but both failed.

A new charter providing for a mayor and seven commissioners was approved by the voters 487 to 278 on December 28, 1915. Under this charter the mayors were: Al F. Lang, 1916-19; Noel A. Mitchell, elected April 6, 1920, recalled November 15, 1921; Frank Fortune Pulver, elected December 24, 1921; re-elected April 4, 1922, recalled January 22, 1924; Arthur Norwood elected to serve Pulver's unexpired term, served until July 1, 1924. The commissioners who served during this period were: A. P. Avery, 1916-19; A. C. Odom, Jr., 1916; Charles R. Carter, 1916-24; R. L. Davison, 1916-18; A. F. Thomasson, 1916-22; J. S. Norton, 1916-18; J. Frank Harrison, 1916-20; W. F. Smith, 1917-19; George W. Fitch, 1919-20; Arthur Norwood, 1919-20; E. H. Lewis, 1920-21; Virginia Burnside, 1920-23; E. G. Cunningham, 1921-24; John J. Woodside, 1921 to October, 1923, resigned, succeeded by Charles L. Snyder; O. R. Albright, 1921-24; R. S. Pearce, 1921-24.

A new city charter, greatly curtailing the powers of the mayor, and providing that in the future the commissioner receiving the highest number of votes should hold that office, was approved by the voters 431 to 356 on August 14, 1923. Lew B. Brown was chairman of the board which drafted the charter and A. P. Avery was vice-chairman. When the new charter was put into effect it resulted in a long drawn-out controversy between the mayor and the commissioners regarding their respective powers. The agitation culminated in the circulation of petitions for the recall of Mayor Pulver and Commissioners E. G. Cunningham, O. R. Albright, Charles R. Carter and Paul R. Boardman. The election was held January 22, 1924. Mayor Pulver was recalled by a vote of 1,136 to 1,999. The commissioners were retained in office.

Under the 1923 charter the commissioners who served were: Charles R. Carter, 1924; E. G. Cunningham, 1924; O. R. Albright, 1924; R. S. Pearce, 1924-27;

Paul R. Boardman, 1922-25; C. J. Maurer, 1924-25, 1927-30; E. C. Reed, 1924-25; Charles L. Snyder, 1923-26; Earl B. Renwick, 1925-26; W. Scott Serviss, 1925-26; C. M. Blanc, 1925-26; D. S. Pooser, 1926-27; R. C. Purvis, 1926-27; Robert Arnold, 1927-28, 1930-31; Ralph Veilard, 1927-30; D. C. Wilkerson, 1927, resigned January 7, 1929 succeeded by A. V. Laughner, 1929; A. F. Thomasson, 1928-29; John N. Brown, 1928-29; Guy B. Shepard, 1928-29; A. P. Avery, 1929-30, recalled December 30, 1930, succeeded by Orrin R. Bowen; Arthur R. Thompson, 1929-30; J. D. Pearce, 1930, and Robert R. Walden, 1930.

Mayors who served during this period by virtue of having received the highest number of votes cast were: R. S. Pearce, 1924; C. M. Blanc, 1925; R. S. Pearce, 1926; C. J. Maurer, 1927; John N. Brown, 1928; Arthur R. Thompson, 1929, and J. D. Pearce, 1930. All the above officials served until July 1st of the year following the last year given. For instance, J. D.

Pearce served from July 1, 1930, until July 1, 1931.

The need for a more efficient form of government became apparent during the summer of 1930 after the city had defaulted in its bond payments. On September 22, the commission appointed a board to draft a new charter. Members named were: Judge William King, James Booth, E. G. Cunningham, C. Buck Turner, Tom Orr, Judge George N. Bilger, and Glen U. Brooks. The board recommended the establishment of a city manager form of government. It also recommended that six councilmen should be elected by districts and one at large. The elected councilmen were to appoint the mayor. The suggested charter was passed by the State Legislature in the spring of 1931 and became effective July 1, 1931. In 1941, the charter was amended to provide for the election of the mayor by the people, the term being fixed at two years.

Mayors who have served since the new charter became effective are: Henry W.

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Adams, Jr., July 1, 1931-June 30, 1933; R. G. Blanc, 1933-34; John S. Smith, 1935, resigned, succeeded May 25, 1937, by Isham P. Byrom; Vernon G. Agee, 1937-38; Ian V. Boyer, 1939-40; R. J. McCutcheon, Jr., 1941-42; George S. Patterson, July 1, 1943, to July 1, 1947. Bruce B. Blackburn was elected in May, 1947, to serve a two-year term beginning July 1, 1947.

Councilmen who have served since 1931 are: R. G. Blanc, 1931-32; William J. Cermak, 1931-32; J. Walter Lanier, 1931-32; Glenn Miller, 1931-32; Frederic W. Webster, 1931-34; A. J. Wood, 1931-34; Henry W. Adams, 1933-34; Ora F. Frazee, 1933-36; succeeded by Walter J. Johnson, 1936; John S. Smith, 1933-36; M. D. Wever, 1933-36; Vernon G. Agee, 1935-36; Isham P. Byrom, 1935-38; George W. Hopkins, 1935-42, resigned in December, 1942, succeeded by George S. Patterson; C. J. Maurer, 1935-38; Ian V. Boyer, 1937-38; Bainbridge Hayward, 1937-40; Oliver Wm. Hewitt, 1937-40; Walfred Lindstrom, 1939 to October, 1942, resigned, succeeded by William S. Howell who served until October, 1945, resigned, succeeded by Samuel G. Johnson who was elected in May, 1947, to serve a four-year term; R. J. McCutcheon, Jr., 1939-40; Stanley C. Minshall, 1939-42; E. L. Cole, 1941, served until March 1947, resigned, succeeded by Paul B. Barnes; C. Frank Harrison, 1941-47; N. W. Parker, 1941, resigned in December, 1941, succeeded by Andrew H. Holloway who served until July 1, 1943, when he resigned and was succeeded by Ray E. Dugan, who, in turn, served until May, 1947, when he resigned and was succeeded by Elbridge G. Deane; Eugene S. Bennett, 1943-46; Elon C. Robison, 1943-46; Excel C. Queen, 1947; Harry W. McCormick, 1947, and Samuel G. Johnson, 1947. Councilmen serving in November, 1947, were Barnes, Deane, Harrison, Johnson, McCormick and Queen.

City managers under the new charter have been: Wilbur M. Cotton, August, 1931, to January, 1934; Carleton F. Sharpe, January, 1934, to July, 1935; A. F. Thomasson, July, 1935, to August, 1937; Glenn V. Leland, 1937, to July, 1943; Raymond G. Ridgely, July, 1943, to October, 1944, and Carleton F. Sharpe, October, 1944, to present (1947).

Heads of various city departments under the new charter have been as follows:

Department of public utilities: Ora F. Frazee, 8-1-28 to 11-19-32; James Gibson, 11-19-32 to 2-28-46, retired; Alex Speer, 3-1-46 and now acting.

Director of public works: Frank O. Lee, 9-17-31 to 9-30-43; H. R. Topping, 10-1-43 to 9-30-44; R. G. Ridgely, 10-1-44 to 6-30-45. On July 1, 1945, the department was divided into two departments— department of public service and department of technical services. Department of public services: Stanley Pinel, 7-1-45 to 8-1-47; Frank O. Lee, 8-1-47 and now acting. Department of technical services: Alex Speer, 7-1-45 to 3-1-46; Paul J. Jorgeson, 3-1-46 and now acting.

Department of finance: Frank Wilson, 9-26-30 to 8-23-35; Glenn V. Leland, 8-23-35 to 9-13-37; T. Loren Crossland, 9-13-37 to 8-12-43; R. E. Henry, 8-12-43 and now acting.

Chief of police: R. H. Noel, 4-20-29 to 10-1-37, retired; E. D. Vaughn, 10-1-37 to 7-3-45; J. R. Reichert, 7-3-45 and now acting.

Fire chief: J. T. McNulty, 4-10-13 to 10-1-36, retired; A. H. Tuthill, 10-1-36 to 11-16-37; Claud W. Nesbit, 11-16-37 and now acting.

City attorney: Carroll E. Runyon, 12-8-30 to 10-1-31; Erle B. Askew, 10-1-31 to 7-10-33; W. F. Way, 7-11-33 to 7-1-35; Carroll R. Runyon, 7-1-35 to 5-1-47, (Lewis T. Wray appointed to serve from 1-30-43 to 11-1-45 while Runyon served in army); Lewis T. Wray, 5-1-47 and still acting.

City Extensions

St. Petersburg's original town plat, recorded August 11, 1888, in the Hillsborough County Courthouse, contained approximately 500 acres, or less than one square mile. By the time St. Petersburg was incorporated as a city, in 1903, a number of small subdivisions, including Ward & Baum's subdivision, had been taken in, increasing the land area to about two square miles.

The Bayboro subdivision, containing .28 square miles, was added October 3, 1912.

During the 1913-14 boom, several other extensions were made, notably the West Central district, increasing the total city area to 8.60 square miles. Approximately $2\frac{3}{4}$ square miles more were added on December 15, 1920. On April 28, 1925, all of the Pinellas Point area and a large area north of the old city limits, across the entire peninsula, were added—almost 40 square miles. A smaller addition of about 2 square miles was added July 19, 1926, making the total 53.22 square miles.

No additions have been made to the city since 1926.

Population

The federal census of 1890, made two years after St. Petersburg was founded, showed that the infant town had a popula-

tion of 273. Census figures since then have been: 1900—1,575; 1910—4,127; 1920—14,237; 1930—40,425, and 1940—60,812.

The Seventh Census of the State of Florida, made by state employes in 1945, showed that the city had grown to 85,184. Estimates of the population in late 1947 range from 90,000 to more than 100,000.

St. Petersburg Defaults and Redeems

St. Petersburg had more than deflated real estate values, and unemployment, and poor tourist "crops" to contend with after the Great Depression began in late 1929.

The city also had a staggering public debt which had soared from \$1,250,000 in 1920 to \$27,000,000 in 1928. The outstanding bonds drew a high rate of interest, averaging 5.7 per cent.

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not
available**

St. Petersburg's financial affairs reached a crisis in the early spring of 1930 immediately after the American and Fidelity banks had closed their doors. In May there were rumors about the city's oldest bank, the First National. Part of the city's funds had already been frozen through the failure of the two state banks. It was a question whether the city could withdraw sufficient funds to meet its payment of principal and interest on outstanding bonds due in New York on June 1.

Behind closed doors, the city council held a special meeting on May 31 and instructed the director of finance to withhold payment of principal and interest on all its debt due the following day. The city had defaulted on its public debt! Its credit vanished overnight. The price of its bonds began a steady and rapid decline.

Since the city had bond interest due every month and principal payments almost every month, it was only a short time until the city was hopelessly in default.

A group of large bondholders and representatives of some of the largest syndicates which had sold many St. Petersburg bonds organized the St. Petersburg Bondholders Committee. This committee obtained authority to represent a large percentage of the city's outstanding bonds. A representative of this group demanded that the city place in its 1931 budget a sufficient levy to take up the past due interest and provide for current interest.

Under threat of court action, and realizing its obligations, the city council made the levy. But it was out of the question for the people of the city to pay it with half empty hotels, empty apartments, thousands of persons out of work, bank deposits frozen and the tourist business at rock bottom.

The taxpayers rebelled. And when the city attempted to force the collection of delinquent taxes, the taxpayers obtained a court injunction, delaying the sale of tax certificates. They realized the seriousness of the situation, and they knew that the city unquestionably owed the debt but they simply could not pay it.

In response to strong public demand that something be done about the crippling debt problem, Mayor Henry W. Adams, Jr.

in December, 1931, appointed a special committee of 37 leading citizens. This committee elected Dixie M. Hollins as its permanent chairman and also named an executive committee composed of Hollins, Lew B. Brown, Judge J. M. Lassing, John N. Brown, Paul Poynter, Judge William G. King, N. J. Upham, Bayard S. Cook, C. Perry Snell and A. R. Hart.

Other members of the committee were: J. F. Achely, Paul B. Barnes, James D. Bourne, Nat. B. Brophy, James R. Bussey, W. L. Carmack, Charles R. Carter, George E. Cook, Harvey G. Dickson, Walter P. Fuller, Don Grady, John Graham, V. S. Herring, Frank F. Jonsberg, William A. Kenmuir, Aymer Laughner, Ed. T. Lewis, Soren Lund, J. W. Martin, Thomas J. Rowe, James S. Simmons, Charles L. Snyder, Carlton Ervin, Joe M. Touart, C. Buck Turner, Charles J. Van Fleet and Earl L. Weir.

After exhaustive study, the committee came to the conclusion that the city's debt must be adjusted within the ability of the taxpayers to pay and that any attempt on the part of the bondholders to collect the full amount due would not only result in disaster for countless property owners but cause irreparable loss to the bondholders as well.

A great part of the city's debt was made up of bonds issued for streets and sewers and payable out of special assessments against the benefited property. Nevertheless, they were a direct obligation against the city. After the default, both the special assessment and general revenue bonds dropped rapidly in price and finally sold as low as 35 cents on the dollar. The committee recommended and carried on a heroic fight to permit taxpayers to pay their special assessments and their abnormally high 1931 taxes with these low-priced bonds and past due coupons, in accordance with the legal principle of set-off. This recommendation resulted in some sharp tussles with bondholders and some city officials, but the desired permission finally was secured. And it resulted over a period of seven years in retiring practically \$7,000,000 of the public debt!

Even while the public debt was being reduced, everyone realized that the city

could not get back on its financial feet until the debt was refunded to the satisfaction of the bondholders as well as the city.

To get such a refunding plan negotiated, the city council engaged Dixie Hollins. The agreement provided that he should pay all the expenses of the refunding arrangements and that he would be paid approximately \$150,000, contingent upon the plan being accomplished after first having been approved by vote of the people. This fee was based on $\frac{3}{4}$ of 1 per cent of the face value of all bonds to be refunded. Pinellas County paid the customary fee of 2 per cent for its refunding and even more was paid by some Florida political units.

The plan worked out by Hollins provided that the city's debt, then reduced to \$20,000,000, should be refunded on the basis of 3 per cent interest for $10\frac{1}{2}$ years, $3\frac{1}{2}$ per cent for the next five years, and with $\frac{1}{2}$ per cent increase until the maximum of 5 per cent was reached. It also provided that all past due interest was to be settled at 3 per cent. The plan, and Hollins' contract with the city, was approved by a three-to-one vote at an election called by the city council.

The new bonds carried a provision, insisted upon by Hollins, that they could be called at par at any interest date. This provision seemed to be of little value at the time since the city's bonds were selling, even after refunding, at a tremendous discount. However, when interest rates were forced down and St. Petersburg's bonds had risen to par at the 3 per cent rate, the city was enabled to call all of its outstanding bonds at par through the sale of new bonds on the basis of $2\frac{3}{4}$ per cent interest for 35 years, as against the other bonds which would have reached 5 per cent under the original contract. The second refunding was carried out by the city council with the assistance of Hollins and Al Roberts who acted as financial advisers of the city for a fee of \$9,000 each.

The principle of accepting bonds in payment of special assessments and past due taxes has been continued and the city's original debt of more than \$27,000,000 which drew interest at the average rate of 5.7 per cent had been reduced by autumn of 1947 to approximately \$17,000,000 drawing interest at $2\frac{3}{4}$ per cent. Moreover, the bonds of the city are again selling at a premium and the City of St. Petersburg enjoys a high rating in financial centers.

CHAPTER 16

GENERAL REFERENCE CHAPTER

WILLIAMS PARK was not so named in the original town plat. For many years it was called just "City Park." Later, when other parks were established and a more distinctive name was needed, "Williams Park" was chosen in honor of John C. Williams, original owner of the town site.

In the early days, Williams Park was just a piece of oak and pine woods, not particularly attractive. Along the northern side there was a natural ditch which

carried off the overflow waters from Mirror Lake. About the only use made of the park at that time was as a site for picnic parties.

In 1894 the women of the town raised money to build a fence around the park to keep out the wandering cows and in 1895 they erected a bandstand. The park was cleared of undergrowth, palmettoes and weeds during 1903 through the efforts of members of the Woman's Town Improvement Association. The women

also beautified the park by planting trees, shrubs, flowers and grass and raised money to construct asphalt walks.

Interest in the park lessened during the next few years, however, and when the upkeep of the park was turned over to the city by the association in 1910, palmettoes and weeds had again taken possession of the property. The first park commissioner was appointed by the city council in 1911 and thereafter, appropriations were made to install green benches, carry on the beautification work, and make other improvements. A new bandstand was erected in 1920 at a cost of \$10,000. A drinking fountain in the center of the park was provided in 1921 by Mr. and Mrs. James A. Paine, of Cleveland.

The Royal Scotch Highlanders Band was engaged by the city to play ten weeks during the winter of 1917-18. The Highlanders were so popular that when their engagement ended, money was raised for them to stay two weeks longer. The band continued to play in the park each winter, with the exception of 1920-21 when Weber's Band of Cincinnati was engaged, until after the boom.

Shortly after the city took over the upkeep of the park it began to be the center of the activities of the various pleasure clubs. The horseshoe players, members of the Sunshine Pleasure Club, invaded it first in 1912. Then came the roque players, and the players of chess, checkers and dominoes. At first, there was room in the park for the members of all these clubs, as well as for the people attending the band concerts. Thousands congregated there during the winter months and Williams Park became famed throughout the country.

As membership in the various clubs increased, however, it became evident that additional playgrounds would have to be provided elsewhere to prevent congestion. Their removal from the park was hastened by an injunction against the city obtained by the Williams heirs in the spring of 1922 preventing the city from allowing any club to have exclusive rights over any portion of the park. The Williams heirs contended, and were supported by the court, that the park had been given to the city with the understanding that it would

be open "to the public" at all times, and that no individuals, or groups, should have special privileges. As a result of this injunction, the headquarters of the clubs were moved in 1923.

Other Parks

The original plat of St. Petersburg included about two-thirds of Mirror Lake, then called Reservoir Lake. The lake was then quite differently shaped than at present, portions of it having been dredged out and others filled in. A large part of the adjoining land was owned by B. C. Williams who sold it to the city in 1903 for \$3,500. The remaining privately-owned land around the lake was purchased in 1909 for \$15,000 and in 1910 the city-owned property was declared a public park.

The water which drained into the lake during the rainy season often caused it to overflow and in 1912 an 18-inch drain was laid to Tampa Bay, lowering the level of the lake about four feet. However, the drain was not large enough to carry off an 16-inch rainfall which fell on August 8 and 9, 1915. The lake overflowed again and the library building, then under construction, stood upon an island. At the lower end of Fifth avenue north a gulley was cut nearly 200 feet long and almost nine feet deep.

The pavement around the lake was completed during the summer of 1914. Since then, many improvements have been made in the park and it is now one of the beauty spots of the city and has become one of the most popular playground centers for winter visitors. The name "Mirror Lake" was given to the lake by Mrs. Katherine B. Tippetts in 1915.

Shell Mound Park, at Sixth street and Sixth avenue south, was purchased by the city in 1909 for \$1,500. This park contains one of the few remaining shell mounds within the city limits. Originally there were seven mounds in the vicinity but the other six were hauled away for use on streets and sidewalks.

Sunset Park, at the western end of Central avenue on Boca Ciega Bay, was given to the city by the St. Petersburg Investment Company in 1916.

Fifty-six acres around Crescent Lake were acquired by the city for park purposes from C. Perry Snell in 1919, \$30,000 being paid for the tract. Work of beautifying the park was started in 1923 and a city nursery was established, under the direction of W. F. Smith, chairman of the park board.

In 1922, land east of Beach drive on the south side was dedicated to the city for park purposes by Judge J. M. Lassing and others.

A major portion of the waterfront from Thirteenth avenue north to Coffee Pot Bayou was donated to the city by C. Perry Snell during 1925. Snell also set aside plazas in Snell Isle for public use.

A block in Hall's No. 3 subdivision, at Second avenue north and Thirty-ninth street, was given to the city in 1913 by Charles R. Hall.

The city also owns numerous small tracts in various sections which have been dedicated for park purposes. In 1947, the city had title to 41 park areas totaling 215 acres. This total did not include the

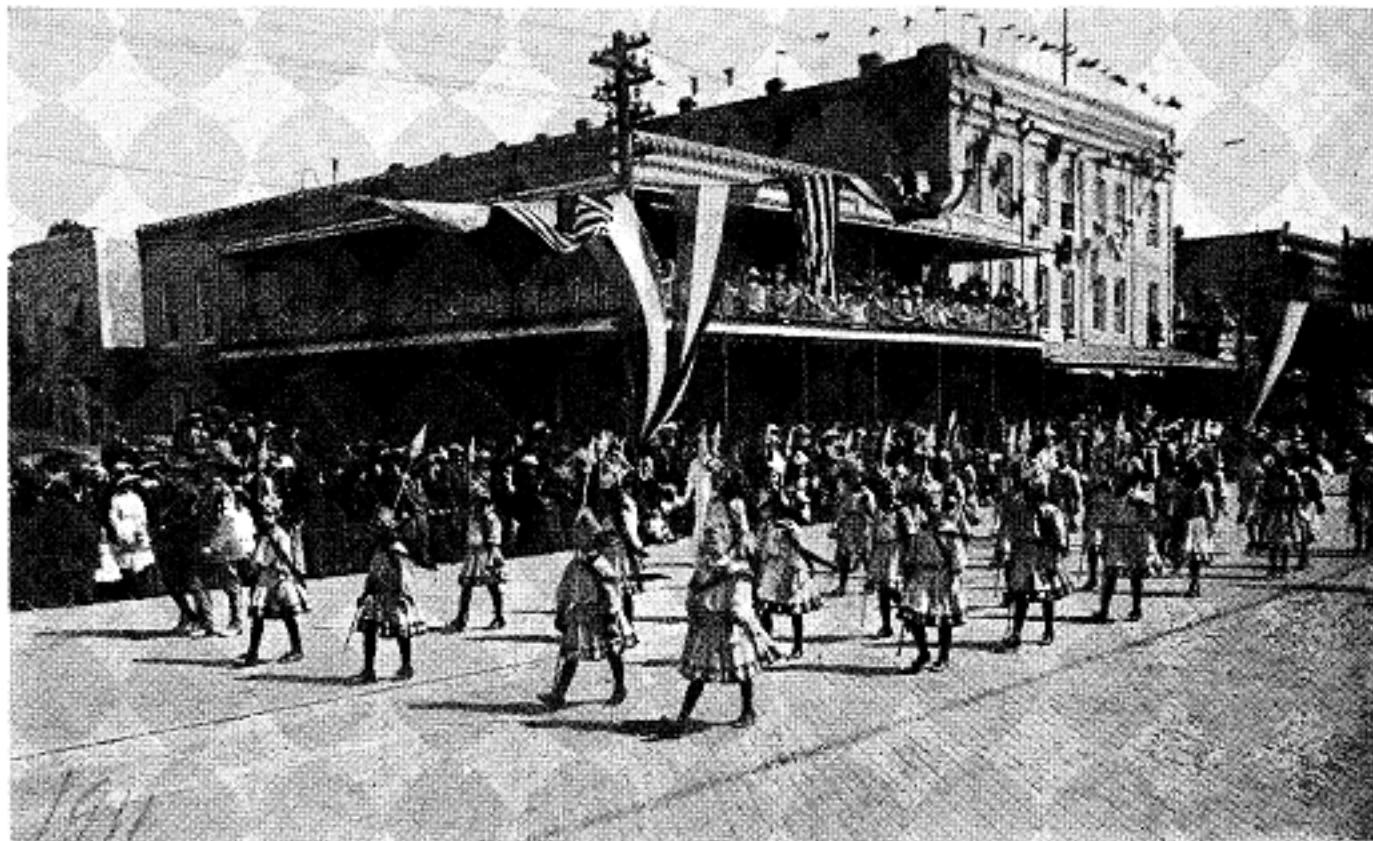
property at Lake Maggiore purchased by the city after the war. (See Index: Lake Maggiore.)

The acquisition by the city of the waterfront and its development into Waterfront Park is discussed in detail in the general text. (See Index: Along the Waterfront. Also, see Index: Bartlett Park.)

St. Petersburg's first park superintendent was Walter Hullman who served until 1922 when he was succeeded by James Luchini. Since November 26, 1928, Archie C. Beers has been superintendent.

Festivals and Celebrations

The annual Washington's Birthday celebration presented by school children was the greatest feature of St. Petersburg's winter season for a number of years. The first celebration was held February 22, 1896, and consisted of a parade and exercises in the Opera House. It proved to be such an attraction that it was repeated each year thereafter until 1914 when the school board ruled against it on the ground that preparations for the



For nearly twenty years, the Washington's Birthday celebration was the big event of St. Petersburg's winter season. This photograph shows the children parading in 1911 on Central avenue at the Fourth street intersection.

event were taking too much of the children's time. The celebrations, made possible through the generosity of E. H. Tomlinson, helped in no small way to spread the city's fame.

In the fall of 1900 a Mid-Winter Fair Association was formed, 106 individuals subscribing \$10 each to finance it. During the next winter a very successful exhibition was held in the Strowger Building, southeast corner of Fourth and Central. The fair remained open for a month and proved so successful that little difficulty was encountered in raising money to erect a building for annual exhibitions. A lot on Second avenue north near Second street was purchased and a building, called the Auditorium, was erected.

The Auditorium also was used for a Chautauqua Assembly that was financed in the fall of 1903 by citizens who subscribed \$1,500 as a guarantee fund. The Chautauqua was an annual affair until 1912 when interest lessened and it was discontinued. The Mid-Winter Fairs had been dropped several years before, due to difficulty in securing attractive exhibits. The auditorium property was sold to the Christian Science Church and in settlement each subscriber received \$26 for each \$10 subscribed.

During the winter of 1913, the St. Petersburg Fair and Tourist Week was held, from March 17 through March 22. Booths were erected on Central avenue under the direction of Arthur L. Johnson, and decorated by the merchants. Games were played in the mornings, parades were held in the afternoons, and entertainments and fireworks were provided for the evenings. The program attracted tourists from other cities of the state and also served to hold the St. Petersburg tourists a few weeks longer than usual.

In 1914, a DeSoto celebration was held. It opened Tuesday, March 24, and lasted four days. A parade was held on Tuesday, the landing of DeSoto on Wednesday, a parade of decorated autos and a baby show on Thursday, and a costume ball, fireworks and a "hoodlum night" on Friday. Noel A. Mitchell, assisted by H. D. Britton, made the arrangements.

The first Festival of the States was held March 25-28, 1917, with Arthur L. John-

son in charge. Miss Ida Batt was elected queen and Bub James, king. The king and queen were crowned before a large crowd by Paul R. Boardman, president of the Chamber of Commerce. Features of the festival were the parades of the states, band concert on Central, confetti battle on Tuesday, and the Grand Royal Parade and costume ball on Wednesday.

Several years elapsed before the next festival was held, March 27-31, 1922, with Al F. Lang in charge. Features of the celebration were the "Chimes of Normandy," played at La Plaza Theatre, the Festival of the States parade, the Dance of the Sun Worshipers, and a regatta and bathing-suit parade at the waterfront.

During the boom years, the Festival of the States became an elaborate event, large sums of money being spent for floats by real estate developers, merchants, and tourist societies. During that period the festivals proved to be such an attraction that they have been continued ever since, except during war years.

Public Library

Early in July, 1905, the St. Petersburg Reading Room and Library Association was formed with Arthur Norwood as chairman, and Miss Pauline Barr, secretary pro tem. The organization was effected with 122 members and officers were elected as follows: Judge J. D. Bell, president; J. A. Sims, vice-president; Mrs. Annie McRae, secretary, and Fred M. Allen, treasurer. In September the association leased for its use a room in the Bussey Building, on the south side of Central between Third and Fourth streets. It was opened in September, 1905.

During the first year twelve women were appointed to act as librarians, each to serve once every two weeks without pay, the women keeping the library open in the afternoons and the men evenings. The next year Mrs. Bellona Havens was engaged as librarian.

The library was moved to the Strowger Building, on the southeast corner of Fourth and Central, in 1907. A short time later it became necessary to vacate this room and as no other was available the books and furniture were stored.

The library was reopened in the Mitchell Block, northwest corner of Fourth and Central, in 1909 and remained there until the new Carnegie Library was completed late in 1915 on Fifth street north in Mirror Lake Park.

The movement to secure the Carnegie Library was launched in 1908 but nothing definite was done until 1912 when Ralph Veillard, a city councilman, entered negotiations with the Carnegie Corporation and was informed that the city could secure a donation of \$12,500. This sum was considered insufficient and in 1913 W. L. Straub, president of the Library and Municipal Advertising Board, went to New York and saw officers of the corporation. He succeeded in having the promised donation increased to \$17,500.

The cornerstone for the new library was laid December 19, 1914, with full Masonic ceremonies. Governor Park Trammel was principal speaker. Other speakers were Dr. J. P. Hoyt, W. L. Straub, Mayor J. G. Bradshaw and Dr. George N. Sleight, then superintendent of schools.

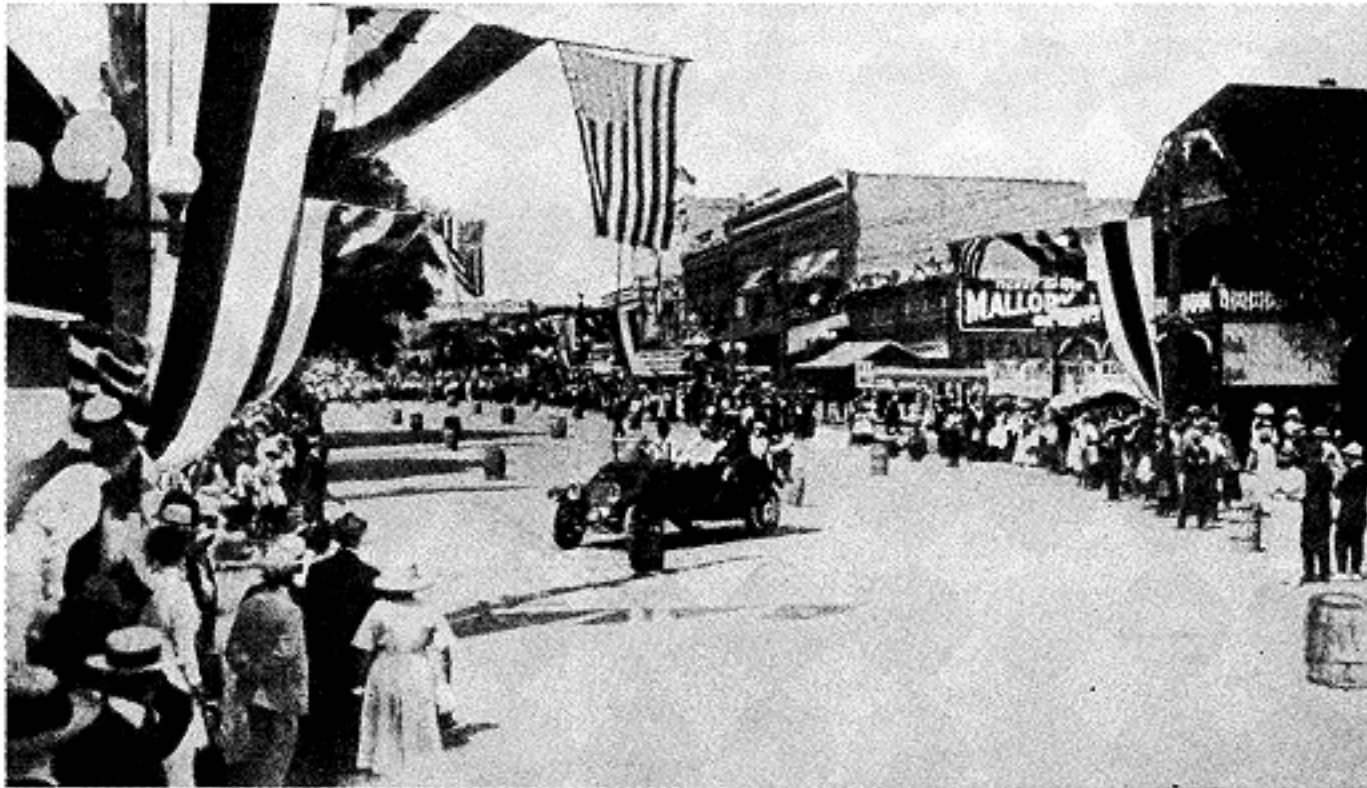
The library was completed September 11, 1915, the books were moved into it,

and the building was opened to the public December 1. There were 2,600 volumes at that time. W. L. Straub, John N. Brown and Mrs. Annie McRae comprised the library board. Miss Emma Moore Williams was appointed librarian and Miss Margaret H. Jenkins assistant librarian.

When Miss Williams resigned in 1924, Miss Mary Bright was appointed to succeed her. Shortly afterward, Miss Bright moved the children's department to the ground floor which had been refinished and redecorated for that purpose.

To meet the city's increasing demand for library service, the Glenoak Branch Library was opened in 1926 with Mrs. Roxanna Hurlin as branch librarian. A little later, a branch library was opened for colored people. In 1935, the Optimist Clubs established a special collection of books for boys in the children's department and have continued to add to it each year. In late 1947, there were 2,639 books in this collection.

Miss Hilda Glaser succeeded Miss Bright as librarian in January, 1946. The James Weldon Johnson Branch Library for colored people was opened April 1, 1947.



St. Petersburg speed demons had great sport in 1913 during the mid-winter Fair and Tourist Week, zipping along Central avenue at a dizzy speed, dodging barrels along the way in an obstacle race.

During the same month, a group of citizens organized the Friends of the Library to promote good library service for the entire community. Thomas Drier is chairman of the organization.

In late 1947, the library had a collection of 45,000 books housed in a building constructed to hold 16,000. It has a register of 18,000 borrowers and circulates approximately 250,000 books a year.

Post Offices

During the decade following the close of the Civil War, approximately twenty-five families settled on the lower peninsula in the territory now known as Greater St. Petersburg. For these settlers, a post office was established at Big Bayou on June 6, 1876, and named Pinellas, after the peninsula itself. The first postmaster was William H. Benton who served six months and then was succeeded by John A. Bethell.

The nearest railroad at that time was at Cedar Keys, sixty miles up the gulf coast. It was the western terminus of the Florida Railway & Navigation Company railroad which extended northeast to Fernandina, 155 miles away. From Cedar Keys, mail was brought to Pinellas in shallow draft schooners, the best known of which were the "Madison Packet", the "Colonel Cottrell," and the "Falcon." In 1884, when Henry B. Plant built his railroad, the mail began coming by way of Tampa.

On July 21, 1879, a scattered community on the Seminole peninsula around the southern end of Missouri avenue was given a post office called Johns Pass. Irwin J. Adair was postmaster. Always a rural office, it was discontinued in 1902.

The next post office established on the lower peninsula was at Disston City, on January 5, 1885. At that time, however, there was another post office in Florida called "Diston" and the post office department frowned upon the name "Disston City", believing it would cause confusion. So the new post office was called "Bonifacio", in honor of William Bonifacio Miranda, one of the founders of the town. The Disston office was abandoned in 1889 and Disston City was permitted to use its own name in mail matters. In 1906, the

name was changed to Veteran City and in 1910 to Gulfport.

The lower peninsula got two more post offices during 1885. One was at New Cadiz, on Boca Ciega Bay between Clam Bayou and Maximo Point, and the other at Millerton, near the Jungle. Joseph Puig was named postmaster at New Cadiz and J. Schneible at Millerton. Both these post offices soon passed out of existence.

St. Petersburg's first post office was opened in May, 1888, when Mrs. Ella E. Ward was commissioned by Postmaster General Dickinson as postmistress. She opened an office in the Tampa Bay Packing Company warehouse, on the railroad tracks just west of Ninth street. Mrs. Ward paid her daughters Ethel and Lottie a nickel a week to deliver mail and thereby they became St. Petersburg's first "mailmen."

In October, 1891, Mrs. Ward was succeeded by E. W. Meeks who opened quarters on Central avenue between Fourth and Fifth streets. The move eastward was made to satisfy residents of "downtown" St. Petersburg who objected to going way up to the Ninth street section to get their mail.

For a few months in 1895, Dr. George W. Kennedy took over the postmastership and moved the post office to a small building on Central on the site of the present Willson-Chase building. W. A. Sloan took over after Doctor Kennedy retired. The site of the post office was not changed until two years later when it was moved by Sloan to the south side of Central between Third and Fourth.

Roy S. Hanna was appointed to succeed Sloan in 1900. A short time later the post office was made third class and Hanna was permitted to hire a clerk at \$25 a month. His salary as postmaster was advanced at the same time to \$1,000 a year. The office was moved to Col. B. F. Livingston's building on the north side of Central between Third and Fourth streets where it was kept for several years.

The business of the office grew with the city and in 1905 Hanna called a number of citizens together and told them he would have to have a larger office than he could rent with the money allowed him by the

post office department. E. H. Tomlinson offered to erect a building on the northeast corner of Central and Fourth and to rent it to the government for five years at \$50 a month. His offer was accepted and the building was occupied February 16, 1907.

At Hanna's suggestion, the front was left out of the building and box holders could get their mail day or night. This was an unheard of innovation and when Washington authorities heard about it, they tartly informed Hanna that no money would be allowed for rent until a front was installed. But Hanna was convinced that his idea was best for a town like St. Petersburg and he kept the building the way it was. A few months later a postmasters' convention was held in St. Petersburg and officials of the post office department attended. They inspected the open office and endorsed it as being adapted to the needs of a city like St. Petersburg. Soon afterward checks began coming in again for the rent.

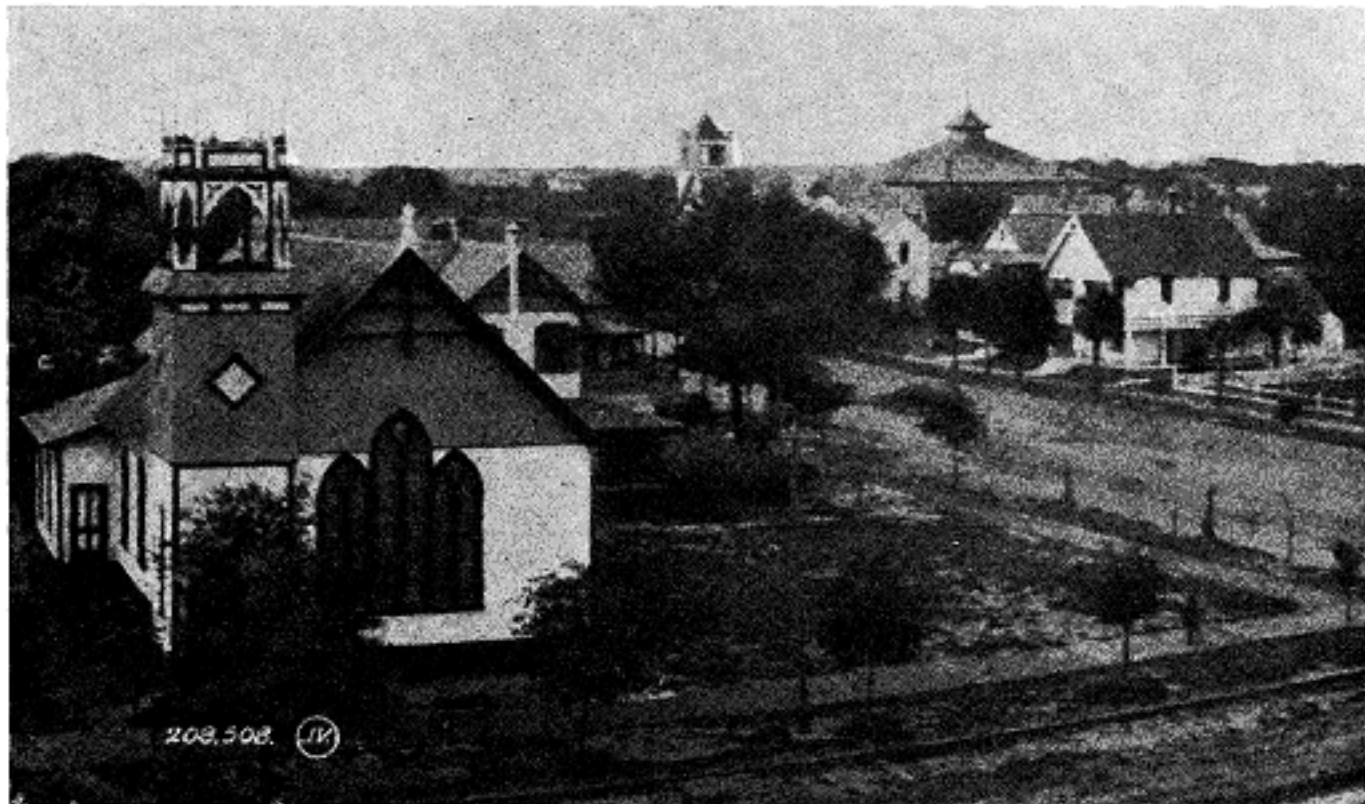
The site on which this first open air post office was built was purchased by Tomlinson on February 15, 1901, for \$3,800. He sold it to the West Coast Title

Company on June 1, 1922, for \$100,000.

Free postal delivery for St. Petersburg was secured by Hanna as a result of a trip to Washington in October, 1906. The free delivery began in June, 1907.

Because of the rapid growth of St. Petersburg, the Tomlinson building was soon outgrown. People had to form in line on Fourth street and receive their mail through the windows of the building. Despite the cramped quarters, however, it was not until February 24, 1915, that the office was moved to the old Manual Training Annex building at Fourth street and First avenue south, then being used as a City Hall. The entire lower floor was occupied. At that time it was the largest post office in Florida.

A movement to secure a federal building for St. Petersburg was launched in 1907 when Hanna and the Board of Trade urged the post office department to take action. An appropriation of \$7,500 to buy a site was authorized by Congress in 1908 and on March 8, 1909, announcement was made that the three lots on the southwest corner of First avenue north and Fourth street had been purchased from the Congregational Church. The selection of the site



For this corner lot at Fourth street and First avenue north, where the Post Office is now located, the Federal Government in 1909 paid the Congregational Church \$7,500.

aroused much criticism, many persons saying that the new building should not be crowded in on one corner of a block and that enough ground should have been obtained to allow for future expansion.

A conventional type post office, enclosed and elevated above the street, was designed by postal architects for St. Petersburg. Hanna objected strenuously. He wanted a real open air post office, with three sides open, built close to the street level. Plans like he wanted were drawn by George W. Stewart, an architect from Atlanta. Hanna took them to Washington, and showed them to postal officials. They scoffed at the open air idea but Hanna persisted and finally succeeded in contacting the architect who had previously submitted plans for the St. Petersburg building. The architect wouldn't even talk to Hanna or look at Hanna's plans. Feeling that he had lost his battle, Hanna threw the plans on the architect's desk and left. Several months later, blueprints for the St. Petersburg Post Office were received by Hanna—and to his astonishment, he found they had incorporated almost every one of his ideas.

In February, 1915, Congress provided \$102,500 for the building and on January 26, 1916, the contract for construction was let to M. C. Holliday, of Greensboro, N. C., for \$89,717. Work was started March 2, 1916.

W. L. Straub was appointed postmaster to succeed Hanna in July, 1916. The cornerstone of the new post office was laid with full Masonic ceremonies on October 12, 1916. The speakers were Mayor Al Lang, Hanna, and Straub. The building was dedicated on Thursday, September 27, 1917.

Straub served as postmaster until the spring of 1923 when Hanna was again appointed. He was succeeded in 1932 by R. M. Hall who served three years and then was succeeded by J. D. Pearce, who has been postmaster ever since.

Post office architects stated when the open air post office was built that it was large enough to take care of the business of a city of 100,000 inhabitants. It was outgrown, however, a few years after it was completed. To take care of the city's needs,

a large two-story building at 865 Third avenue north was leased in 1926 and made into a sub-station and another sub-station was established at Central and Twenty-second street in 1936.

Hospitals

St. Petersburg's first hospital resulted from the cooperation of Dr. John D. Peabody and A. P. Avery who organized the St. Petersburg Sanitarium in 1906, incorporated under state laws, and erected a building on Second street north, near First avenue, large enough to accommodate fifteen beds. The operating room equipment was provided by E. H. Tomlinson and the hospital was furnished by citizens' donations.

The hospital operated until April 28, 1911. It was never a paying proposition but during the four years it was in existence it received many patients and was of great value to the city. In September, 1911, the building was sold to the Elks for a clubhouse.

A movement to establish a public hospital was started by Rev. J. W. Harris in 1909. E. H. Tomlinson contributed toward the purchase of a half block at Seventh street and Sixth avenue south, and early in 1910 the city purchased the other half of the block on which there was a five-room cottage. This cottage was made into an emergency hospital, equipment being supplied by the St. Petersburg Sanitarium. It was called the St. Petersburg Emergency Hospital and was opened for public inspection July 28, 1910.

The emergency hospital was recognized from the first as being inadequate and the Woman's Auxiliary immediately began advocating the establishment of a general hospital. A fund was raised by public subscription and \$9,000 was provided by the city through a bond issue voted June 11, 1912. A 35-bed hospital was erected on the same property and the first patients were received in March, 1913, before the building was entirely completed. The hospital was named the Augusta Memorial Hospital in honor of Mrs. Augusta Tomlinson, mother of E. H. Tomlinson, who had contributed liberally for its construction and equipment. Tomlinson later withdrew

the name because satisfactory arrangements had not been made for taking care of charity cases and the institution was called City Hospital. In 1923, the name was changed to Mound Park.

An east wing was added to the hospital building in 1923, a bond issue of \$100,000 for that purpose having been approved by the voters December 1, 1922. In 1937, the original building was replaced by a modern, four-story building which increased the capacity of the hospital to 150 beds. It cost \$204,825 and was financed by a PWA loan of \$165,000, the city paying the balance. Edward S. Moore and Sons was the contracting firm. The city took over the new building July 21, 1937.

Even with the new building, Mound Park Hospital soon proved to be too small for the city and late in 1946 an annex large enough to accommodate 40 patients was opened in the Navy Section Base at Bayboro Harbor. The first patients were received there November 18, 1946.

In an effort to provide the hospital facilities needed, city officials asked the 1947 State Legislature for authority to extend the utility tax and allocate it for hospital construction. The authority was granted with the provision that the tax extension be ratified by the voters, which was done, Tuesday, October 8, 1947. The vote in favor was 2,203 to 632. However, the possibility still remained that securities which would be sold to build the hospital

might be considered bonds, even though they were called revenue certificates, and if so, they might have to be passed on at a freeholders' election. A court ruling on the question was awaited.

The five-room cottage once used as the Good Samaritan Emergency Hospital was moved to Fourth avenue south and Twelfth street in 1913, remodeled, and used for a colored hospital. A bond issue to build a more modern hospital was voted December 1, 1922, and the Mercy Hospital was built at Twelfth avenue south and Twenty-second street. A 29-bed addition costing \$212,742 was being erected in 1947. It is to be paid for out of the utility tax.

St. Anthony's Hospital

In 1922, Dr. Leroy Wylie opened the Faith Hospital at Seventh avenue north and Eleventh street as a private institution available to all practitioners recognized by the medical profession.

On November 1, 1931, Faith Hospital was taken over by the Sisters of St. Francis who opened it, after making many improvements, under the name of St. Anthony's Hospital. It was the first Catholic hospital to be operated on the West Coast of Florida and the second in the state by the Sisters of St. Francis, whose motherhouse is in Allegheny, N. Y. St. Anthony's was dedicated by The Rt. Rev. Patrick Barry, D.D., bishop of St. Augustine.



St. Petersburg's first public hospital, the Augusta Memorial. The city's famous shell mound is shown at the right.

A new six-story building was added to the hospital during the mid-Thirties at a cost, with equipment, of \$400,000. Ground was broken on July 17, 1936, by The Rev. William O'Farrell of the St. Paul's Catholic Church. Actual construction work was started in January, 1937, and the new building was opened for public inspection Tuesday, December 28, 1937.

With the new building, St. Anthony's now has a capacity of 150 beds. It is a non-sectarian, non-profit institution which has an A-rating with the American Surgeons Association. It has the reputation of being one of the best-equipped hospitals in the entire state.

Hospital for Crippled Children

A movement to establish a hospital for crippled children in St. Petersburg was launched late in 1926 by St. Petersburg Post No. 14 of the American Legion.

An organization was formed with W. A. Huggins as president; A. J. Angle, vice-president; L. M. Saunders, treasurer, and H. W. Railey, secretary. The directors were: Rev. Kerrison Juniper, H. C. Case, Bradford Lawrence, Jr., H. F. Cashman, H. E. Williams, A. H. Dorian, and W. E. Wakeman, of St. Petersburg; Joe Calhoun, Tampa; Merritt I. Wheeler, Sarasota, and F. E. Brighan, Winter Haven. Others active in the organization were Mrs. Will Payne, Mrs. Katherine B. Tippetts, William B. Tippetts, Paul A. Hoxie, and Laura E. Hoxie.

Early in 1927 the Legion conducted a campaign for funds to finance the institution and enough money was raised to purchase a two-story house, on a three and one-half acre plot of ground, at 2350 Lakeview avenue south. In October, 1936, an addition was made to the original building, increasing the capacity to 35 beds.

The hospital was incorporated December 21, 1928. At that time the officers were: F. W. Roush, president; Laura E. Hoxie, vice-president; L. M. Saunders, secretary, and J. A. Stringer, treasurer.

The work of the Legion marked the first organized effort to rehabilitate the crippled children of Florida. Because of the post's initiative and with the cooperation of the

Legion's Department of Florida, the State Legislature of 1929 was persuaded to create the Florida Crippled Children's Commission, charged with the responsibility of directing the expenditure of funds appropriated by the state for the care of crippled children.

The hospital operates as a non-profit corporation, under a charter granted by the state. It is open to any crippled child under 21 years of age, without regard to race, color or creed, who is normal mentally and who is judged by its orthopedic surgeons to be in such condition as to insure reasonable hope of materially improving his physical condition. The only other stipulation is that the parents or guardians of the child must be financially unable to pay for his treatment.

The official name of the institution is the American Legion Hospital for Crippled Children.

Since it was established, the hospital has given treatments to more than 2,700 bed patients and more than 40,000 children have gone through the clinic. Thousands of children who probably would have been crippled for life have been completely cured. In virtually all other cases, partial rehabilitation resulted, with the consequent hope that all those treated were well on the road to normal life. The most prominent surgeons, physicians and specialists of the entire Florida West Coast have given the institution their wholehearted cooperation.

A campaign to raise \$300,000 to build a modern hospital, large enough to take care of the increasingly heavy demands made upon the institution, was launched in the spring of 1947 and by mid-summer enough money had been pledged to assure completion of the structure, plans for which were drawn by Hadley & Atkinson, architects. Construction was to be started during the winter of 1947-48.

In the fall of 1947 officers of the hospital corporation were: S. R. McIntosh, president; Dr. Joy E. Adams, first vice-president; J. Howard Gould, second vice-president, and Mrs. Florence H. Weiser, secretary-treasurer. Directors were: Mrs. Frank Berry, Mrs. Ronald A. Beaton, Gust Blair, Robert G. Blanc, Arthur Boring,

Mrs. John F. Carson, Harry C. Chubb, Mrs. George H. Dalby, J. K. "Pat" Flanagan, Walfred Lindstrom, Mrs. L. E. Love, Ried Mann, Odes T. Pogue, John S. Rhodes, "Bud" Scott, William B. Tippetts, Niel W. Upham, Frank E. Weiser, Mark Wheeler, and J. F. Wilbur.

White Cross Hospital

St. Petersburg is noted for its many first-class private hospitals and sanitariums. One of the most outstanding of these is the White Cross Hospital, an institution which specializes in the treatment of alcoholics. The hospital was established in 1937 by Dr. Thomas D. McEwan, a nationally recognized authority on alcoholism. Patients are sent to White Cross from all parts of the country by physicians for treatment. Dr. McEwan heads a staff of specialists and the hospital employs nearly a score of registered nurses. The White Cross is located at 6280 Central Avenue.

Veterans' Administration Center and Hospital

The selection by the U. S. Veterans Administration of a site on Boca Ciega Bay, at Long Bayou, for a combined facility consisting of a regional office and hospital was largely due to the work of the late Herman Dann, a former president of the St. Petersburg Chamber of Commerce.

When Dann learned in 1931 that such a facility was to be provided in Florida, he began working to get it for Pinellas County. With the help of Congressman J. Hardin Peterson he finally persuaded officials of the Veterans Administration that Pinellas County was an ideal location, but the officials insisted that the site be donated. Dann next persuaded Robert P. Simpson and A. V. Laughner, owner of the 580-acre tract desired, to sell it to the county for \$150,000 worth of county bonds then valued at about 25 cents to the dollar. The county then turned the land over to the government and the project was assured. Later, additional land was acquired, increasing the total of government-owned land to 782 acres. The site was called Bay Pines.

Construction work on the project was rushed during 1932 and the regional office was opened on January 15, 1933. A hospital with 195-bed capacity and domiciliary barracks housing 384 veterans were opened March 15, 1933. During the five years following, many additional buildings were added, increasing the total to 28.

In 1947 the main buildings were a main hospital, two domiciliary barracks, a spacious dining hall with a modernly equipped kitchen, a women's cottage in which women veterans requiring domiciliary care are assigned individual rooms, a nurses' home, and a recreational building with a library, pool parlors, patients' supply store and an auditorium.

Bathing facilities are provided at an additional reservation on the gulf. Extensive lawns and numerous flower beds surround the buildings. A fresh water lake provides a refuge for large flocks of colorful birds.

At the eastern end of the reservation is the veterans' cemetery of approximately 17 acres. The ground level has been raised about four feet above the former level and the cemetery has been completely drained by underground tile. Each grave is provided with a flat, white marble marker showing the name of the veteran, his rank and organization, the state in which he enlisted, and the date of death.

In November, 1947, there were 400 patients in the hospital and 800 veterans in domiciliary status. Col. M. Bryson has been in charge of the facility since it was opened.

The VA regional center was moved to the Don Ce-sar Hotel building in 1946.

FINANCIAL INSTITUTIONS

At the end of December, 1930, when St. Petersburg was rocked by the double blow of the Florida crash and the national depression, deposits in the two banks then open totaled less than \$3,661,000.

By November 1, 1947, deposits in the three St. Petersburg banks and the savings and investment accounts in the two savings and loan associations totaled more than \$115,000,000.

The tremendous increase in deposits and savings during the seventeen-year period

provides striking proof of St. Petersburg's recovery from the depression.

Union Trust Company

The Union Trust Company is an outgrowth of the First Security Bank, an affiliate of the old First National Bank which closed on June 9, 1930. The First Security closed at the same time but in less than three months it was reorganized and on August 30, 1930, it was reopened—the only bank in St. Petersburg which survived the crash. Officers of the reopened bank were Nat. B. Brophy, president; Paul A. Hoxie, vice-president; W. W. McEachern cashier, and J. E. Bryan and R. M. Petrick, assistant cashiers. Directors were Brophy, Hoxie, W. H. Smoyer, J. W. Taylor, Frank M. Harris, and McEachern.

The name of the First Security was changed to the Union Trust Company December 1, 1930.

Growth of the bank is shown by the rapid increase in deposits. On December 31, 1930, they totaled \$1,631,573; December 31, 1936, \$5,449,443; December 31, 1941, \$7,795,142; December 31, 1946, \$27,606,598, and November 12, 1947, \$29,428,644.

Officers of the bank in November, 1947, were: C. E. Lowe, chairman of the board; Bryan, president; Petrick, vice-president and cashier; J. W. Roberts, vice-president; Robert W. Cohoe, vice-president and trust officer; R. K. Bongard, asst. vice-president and comptroller; C. A. Johnson, asst. vice-president; L. R. DeWitt and Louise Dooley, asst. cashiers, and W. I. Billings and Dean C. Houk, asst. trust officers. The directors were: C. E. Lowe, Bryan, Frank M. Harris, Cohoe, C. O. Lowe, Petrick, and Paul Poynter.

Florida National Bank

at St. Petersburg

The Florida National Bank at St. Petersburg, one of a group of Florida banks founded by Alfred I. duPont, was opened October 27, 1930, in quarters formerly used by the old First National, the building having been purchased by Du Pont for \$425,000.

The first directors of the bank were: G. J. Avent, Edward Ball, J. Lee Barnes,

James D. Bourne, Barron G. Collier, C. D. Dyal, W. H. Goodman, Dixie M. Hollins, Leon D. Lewis and F. C. Schwalbe.

On December 31, 1930, deposits in the bank totaled \$2,028,508; on December 31, 1935, \$5,424,472; on December 31, 1940, \$10,362,762, and on October 6, 1947, \$28,699,954.

Officers of the bank in October, 1947, were: Wm. Hardin Goodman, president; E. B. Reese, Jno. H. Green and Barr Rimer, vice-presidents; Roy J. Stalnaker, cashier; B. P. Teasley, asst. vice-president, and George W. Lipscomb, asst. cashier. Directors were: Herbert T. Ballard, Henry W. Dew, Goodman, Green, Robert L. Hope, and Reese.

First National Bank

in St. Petersburg

The First National Bank in St. Petersburg is an outgrowth of the Southern National Bank of St. Petersburg which was opened for business on December 14, 1936. The officers then were: B. F. Britts, president; Sam H. Mann and Niel W. Upham, vice-presidents; M. G. Irwin, cashier, and W. L. Carmack, Jr., asst. cashier. The directors were: Britts, Mann, Upham, S. R. McIntosh and J. G. Foley.

The name of the institution was changed to the First National on November 1, 1940. The directors then were: Harry R. Playford, Britts, A. E. Shipley, Irwin and Mann. Playford became chairman of the board; Britts, president; Shipley and Mann, vice-presidents; Irwin, cashier, and Carmack, asst. cashier. T. G. Mixson was named president in October 1945.

Deposits in the bank on December 31, 1936, were \$528,980; December 31, 1940, \$3,410,511; December 31, 1945, \$19,574,965, and on June 30, 1947, \$22,997,192.

First Federal Savings & Loan Association

The First Federal Savings & Loan Association was organized August 26, 1933, receiving the third charter issued by the federal government. It opened for business ahead of any other federal association in the country. The original paid in capital was \$5,200. On October 27, 1947, the

capital was \$13,034,552 and the total resources exceeded \$15,000,000.

The association was founded and organized by Raleigh W. Greene who has served as its chief executive officer continuously since it was opened. The first officers were: James D. Bourne, president; T. C. McCutcheon and T. M. Griffith, vice-presidents; R. W. Greene, secretary and chief executive officer, and W. L. Tillinghast, asst. secretary. Directors, in addition to the officers, were: E. M. Eustis, Allen C. Grazier, Oscar Lowry, Raney H. Martin, George A. McCrae, Dr. J. A. Strickland, John Wallace and W. E. Wells.

Officers in November, 1947, were: Greene, president; Tillinghast, senior vice-president; P. S. Hubbard, vice-president and secretary; Griffith and J. W. Wahlman vice-presidents; R. L. Tinkham, treasurer and asst. secretary, and W. C. Stamper, asst. secretary. Directors were: Greene, Griffith, Tillinghast, Grazier, and William Crawford.

Resources of the association on June 30, 1936, were \$322,087; June 30, 1940, \$3,059,441; June 30, 1944, \$5,615,223; June 30, 1946, \$11,066,926, and on October 27, 1947, over \$15,000,000.

St. Petersburg Federal Savings & Loan Association

The St. Petersburg Federal Savings & Loan Association received its charter in July, 1935. The original officers were H. R. Topping, president; Perry R. Marsh, vice-president, and Cornelia E. Somp, secretary. The directors, in addition to the officers, were: Charles E. Fisher, Dr. Hugh L. Futch, R. I. Markland, M. W. J. Mighton, E. B. Ring and Joe W. Fleece.

In November, 1947, officers were: Topping chairman of the board; Marsh, president; Mighton, vice-president; Cornelia Somp, secretary-treasurer; Ilonka A. Somp, asst. secretary. Other directors were: Charles E. Fisher, Fleece, Dr. Futch, Julius Johnson, Markland, and A. J. Wood.

Resources in July, 1935, were \$5,665; in July, 1940, \$1,642,064; July, 1945, \$6,351,963, and in July, 1947, \$12,743,943.

Founding of Pinellas County

When Florida was admitted to the Union in 1845, Pinellas Peninsula was a part of Hillsborough County, which was created by an Act of Congress out of Alachua County on January 25, 1834.



This is St. Petersburg's most famous corner—the northwest corner of Fourth and Central. Here is where Arthur Norwood had a store for many years; here is where the Green Benches were fathered by Noel A. Mitchell; here is where C. Perry Snell later built his beautiful Snell Arcade (now the Rutland Building.)

Pinellas might have remained in Hillsborough County forever if the Tampa lawmakers had seen fit to give Pinellas its proper share of tax money for roads and schools. But they didn't. Nothing was spent on the peninsula for the construction of roads or bridges, even though there was an acute need for an adequate highway system. The school appropriations, especially for the growing city of St. Petersburg, always were inadequate, even for ordinary running expenses. When the construction of new school buildings was suggested, the Hillsborough commissioners disregarded Pinellas entirely.

The reason for the discrimination against the peninsula was that the county commissioners were dependent upon the Tampa vote for their political existence. As a result, the Tampa section got what it wanted and the requests of the West Coast section were disregarded.

All this tended to make the people of Pinellas more and more disgruntled, and a movement to divide the peninsula from Hillsborough County, "The grand old county of Florida," gradually gained momentum.

One of the reasons St. Petersburg people had for taking a lead in the division fight was the difficulty they had in reaching Tampa, the county seat. Going by train required a full day and necessitated two changes. The condition of the roads, which in reality were nothing more than trails, made it almost impossible to drive over, even after automobiles came into use. The trip had to be made by boat and the boat schedules were such that it was not always possible to return the same day.

W. L. Straub, editor of the St. Petersburg Times, became the chief advocate of county division in 1906 and the victory which was finally won was due largely to his perseverance. Five years of political maneuvering followed. County division bills were introduced in the 1907 and 1909 sessions of the state legislature but were killed both times by the Tampa political machine.

Plans for the third campaign were mapped at a meeting held in Clearwater on January 17, 1911. Those who represented St. Petersburg were S. D. Harris, W. L. Straub, A. Arnold, C. B. McClung, R.

Veillard, W. E. Heathcote, George W. Meares, D. P. Johnson, F. W. Ramm and T. J. Northrup. It was agreed that when the county was divided, Clearwater would be the temporary county seat.

John S. Taylor and S. D. Harris went to Tallahassee on April 11 to start the fight. And a fight it proved to be. The Tampa political machine realized the seriousness of the situation and used all their influence to down the divisionists. The Tampa newspapers published vitriolic editorials by the score, denouncing Pinellas and everyone in it. St. Petersburg newspapers retaliated with more editorials which almost burned the paper upon which they were printed.

In a sense, the fight was won for Pinellas almost before it began on the floor of the House. For a year previous to the session, Editor Straub had sent every issue of his propaganda-laden Times to every member of the legislature, something the Tampa newspapers had neglected to do and, as a result, a majority of the legislators were almost as strong Pinellas boosters as Straub himself.

Numerous facts were presented to show why Pinellas should be separated from the old county. The most impressive argument was that while Pinellas had only 17 per cent of the population, it paid 23 per cent of the taxes, and was taxed \$6.34 per head as compared with \$4.37 per head for the rest of the county.

The bill was passed by the house on May 5, 1911, and by the Senate on May 18. Assuming that Governor Gilchrist would sign the bill, which he did on May 23, the Pinellas boosters held a big celebration in Clearwater Monday night, May 22. Two coaches of enthusiastic boosters went from St. Petersburg and large delegations were on hand from other parts of the peninsula.

Pinellas County became a fact on Tuesday, November 14, 1911, when the division bill was ratified by a vote of 1,379 to 505.

The election for the new county was held on December 15 and the following officers were elected: County commissioners—F. A. Wood, St. Petersburg; S. S. Coachman, Clearwater; O. T. Raisback, St. Petersburg; L. D. Vinson, Tarpon Springs, and J. T. Lowe, Ozona. School board—W. A. Allen, Clear-

water; A. F. Bartlett, St. Petersburg; A. P. Beckett, Tarpon Springs. Superintendent of schools—Dixie M. Hollins, Clearwater. Clerk of Circuit Court—C. W. Weicking, St. Petersburg. Sheriff—Marvel M. Whitehurst, Ozona. County Judge—Leroy Bradon, Clearwater. Tax Assessor—T. J. Northrup, St. Petersburg. Tax Collector—E. B. McMullen, Largo. County treasurer—A. C. Turner, Clearwater. Superintendent of registrations—Albert S. Mearese, Anona. County surveyor—W. A. Rousseau, Dunedin.

Peace and harmony did not prevail after Pinellas County was formed. St. Petersburg accused Clearwater of "playing politics" and endeavoring to obtain complete control of the new county. The Clearwater politicians so maneuvered things that three men were elected as commissioners from the upper end of the county who would do as they wished. As a result, the two St. Petersburg commissioners were outvoted on every important issue which conflicted in any way with the desires of the "Clearwater gang."

There also was bitter conflict between the upper and lower parts of the county over proposed road-building programs.

Due to opposition from the upper end, more than a year passed before St. Petersburg succeeded in pushing through a bond issue which provided a fair share of roads for the southern part of the peninsula.

As a result of this conflict, St. Petersburg led a movement to prevent Clearwater from becoming the permanent county seat. The fight continued until March 10, 1917, when the state supreme court decreed that the county seat could not be taken from Clearwater until twenty years from the time Pinellas had become a county.

William Bunce—First Settler (?)

There is a strong possibility that William Bunce, after whom Bunce's Pass was named, was the first settler on the keys off the southern end of Pinellas Point.

John A. Bethell, in his "History of Pinellas Peninsula", stated that Bunce started a ranche, or rancho, on Hospital Key, one of the Mullet keys, sometime during the mid-1840's. However, intensive research made by Dorothy Dodd indicates that Bunce came much earlier. Her find-



Looking west on Central from the Detroit Hotel in 1907.

ings, published in the Florida Historical Quarterly, bring out the following interesting facts:

Bunce was a sea captain from Baltimore who engaged in the mercantile business in Key West from 1824 to 1829. In 1832 he was a customs inspector in the Key West District. In 1834, he became one of the first Americans to enter the business of supplying fish for the Havana market. He established a large fishery, called a rancho, at the mouth of the Manatee River. He had numerous boats and employed approximately 150 men. His establishment was valued at \$8,000.

In 1837, during the Seminole War, reports reached General Thomas S. Jesup that Bunce had been advising the Indians to resist removal. Soon afterward, Federal gunboats completely destroyed Bunce's establishment. He then moved to Palm Island, near the mouth of Tampa Bay. In October, 1840, his buildings, boats and nets were again burned. On March 3, 1847, Congress appropriated \$1,000 as compensation for the damage inflicted.

The date of Bunce's death is not known; however, there is reason to believe he died before January 21, 1842, because on that date General Jesup referred to him in a letter as "the late Captain William Bunce, of Tampa Bay."

"Whatever his true relations with the Indians may have been," Dorothy Dodd writes, "Bunce retained the respect and confidence of his neighbors. In 1838, they elected him delegate to the St. Joseph Constitutional Assembly from Hillsborough County. On January 11, 1839, he affixed his signature to Florida's first constitution. This is the last action of Bunce's of which record has been found."

Periodicals

The first "newspaper" published on The Point, or lower Pinellas Peninsula, was The Sea Breeze, established at Disston City in 1886 by W. J. McPherson. In 1887, McPherson sold the paper to L. M. Longstreth and R. E. Neeld who changed its name to The Express. Soon afterward, the paper ceased publication.

The first newspaper in or near St. Petersburg was published by Young G.

Lee, a native of New Orleans, who came to Florida in 1888 and published a monthly at Charlotte Harbor for two years. Coming to St. Petersburg, he started the South Florida Home which he published first as a weekly and then as a monthly from December 21, 1890, to 1896 when his health failed. He moved to Glen Oak and died in 1902.

The Rev. R. J. Morgan established the St. Petersburg Times late in 1892, having purchased the West Hillsborough Times from A. C. Turner, of Clearwater, and having moved the entire plant here. Turner had purchased the paper in December, 1884, from Dr. T. J. Edgar and M. Joel McMullen who, in September, 1884, had begun publication of the weekly in Dunedin.

In 1894, Morgan sold the paper to J. Ira Gore, of Cedar Keys, and then started a new publication he called the Sub-Peninsula Sun which he published until 1906 when he sold the paper to The Times. It was then discontinued.

The Times was published by Gore until he died in 1900. A year later his son, J. Ira Gore, Jr., sold the paper to W. L. Straub, A. P. Avery and A. H. Lindell. Straub soon bought out his partners. The publication was changed from a weekly to a semi-weekly in 1907 and to a daily on January 12, 1912. At that time the Times Publishing Company consisted of W. L. Straub and Charles Emerson. In September, 1912, it was reorganized with Paul Poynter, of Sullivan, Ind., president; W. L. Straub, vice-president and editor, and C. C. Carr, secretary and treasurer. In 1923, Carr sold his interest in the paper to D. B. Lindsay but re-purchased it again in 1927. He remained with the paper as general manager until 1934 when he sold his interest and went with the Aluminum Corporation of America.

In December, 1947, Paul Poynter was president of the Times Publishing Company; Nelson Poynter, executive vice-president and editor, and Vivian Felter, secretary and treasurer.

The St. Petersburg Independent was established as a weekly newspaper by Willis B. Powell in 1906. R. H. Thomas, F. A. Wood and Noel A. Mitchell had a

financial interest in the paper. The first issue appeared March 3, 1906. A year later the paper was changed to a daily, appearing every afternoon except Sunday.

On December 15, 1908, The Evening Independent was purchased by Lew B. Brown, editor and publisher of the Harrodsburg (Ky.) Democrat. He served as editor of the paper, and president of the publishing company, until 1927 when he was succeeded in those positions by his son, L. C. Brown.

The Tourist News, which was for a number of years the most outstanding sectional magazine published in the United States, was founded late in 1920 by J. Harold Sommers. The first issue appeared December 4, 1920. Karl H. Grismer became managing editor in September, 1921, and editor in 1924, Sommers continuing as publisher. On January 5, 1929, the magazine was sold to Jack Dadswell who ran it about a year and then discontinued publication. While it was in existence, the

Tourist News Publishing Company built up one of the finest printing plants in Florida which is now operated under the name of the St. Petersburg Printing Company, Inc. with Dixie M. Hollins as president, Ben Granger, vice-president and general manager, and P. F. Thomson as secretary-treasurer.

The St. Petersburg Shopping News, a weekly, has been published since 1933 by the Record Press, owned and operated by the Earl Weir Interests. Sid Miller is the business manager of the publication.

The Gulf Beach News, also a weekly, was established in 1934 by J. Harold Sommers and George F. Hardy, Jr. Sommers' interests in the paper were later purchased by Hardy who is now the publisher and editor.

Two weekly newspapers are published in Gulfport. They are the Gulfport Tribune, published by Mrs. Sadie Weidra, and the Gulfport Citizen, published by Mrs. Ruth Hutchins.

CHAPTER 17

ORGANIZATIONS CHAMBER OF COMMERCE (Including Board of Trade)

TOWNS HAVE BEEN KNOWN to grow into cities without having Chambers of Commerce to push them along. But if it had not been for St. Petersburg's Chamber of Commerce, it is doubtful whether St. Petersburg would have grown as rapidly as it has.

Composed of the city's most progressive men, playing no part in politics, the St. Petersburg organization has been able to point the way toward civic progress for more than four decades. Unquestionably, it has aided materially in making St. Petersburg bigger, better, more prosperous and more attractive.

There was a time, of course, when the Chamber of Commerce was not the powerful body it is today. In infancy, it

struggled along ineffectually, hampered by a lack of funds.

The first Chamber of Commerce was organized in 1899 with Col. L. Y. Jenness, manager of the St. Petersburg Land & Improvement Co., as president. It was more of a social organization than anything else and accomplished nothing.

The chamber was reorganized June 2, 1902, with A. P. Avery as president and J. W. Wright, secretary. On July 21 the members pledged \$125 to pay for 10,000 booklets to advertise the town, the F. A. Davis Publishing Company, of Philadelphia, having agreed to print the booklets at cost.

W. A. Holshouser was elected president June 1, 1903. The members recommended

that the city should appropriate \$500 for municipal advertising. The city council considered the proposal and then turned it down, the members saying the city couldn't afford such a large expenditure.

After this disheartening blow, the Chamber again became inactive. As a result, a group of business men met February 14, 1905, and organized the Board of Trade with F. A. Wood as president. But, after a meeting or two, enthusiasm died down. The board didn't become active again until after the annual election March 15, 1906, when Judge J. D. Bell was elected president. A campaign then was waged to raise \$2,500 by popular subscription for an advertising fund. The money was raised in less than a month.

Beginning in 1906, the Board of Trade took the lead in the movement to acquire and beautify the waterfront and, as a result of the board's activity, the city finally purchased the property from private owners and a start was made toward making it what it is today. (See Chapter: Along the Waterfront).

In 1909, the board recommended that the city charter be amended to give the city council authority to levy a tax of not less than one mill or more than two to advertise the city and to maintain the library. Two years later this recommendation was carried out. Thereafter, money became available for telling the world about St. Petersburg's attractions. In the beginning, the tax was fixed at one and one-half mills; during the boom it was raised to two and one-half mills.

A vigorous membership campaign was waged by the board during the summer of 1912 while Lew B. Brown was president. The 390 members were divided into two groups, the Blues and the Reds, with J. Bruce Smith leader of the Blues and Arthur L. Johnson of the Reds. The two teams combed the city for members and a keen rivalry developed. The Blues brought in 358 members and the Reds 260. The losers had to pay for a public barbecue in Williams Park. The drive increased the membership to 1,008.

The first mid-winter festival was held March 17-22, 1912, when Arthur L. Johnson was chairman of the advertising committee. During the same year, the board

provided for the registration of winter visitors at the board office.

W. L. Straub became president of the Board in February, 1913, and during his regime the organization succeeded in persuading the Atlantic Coast Railroad to build a new depot. In 1913, too, the first big order of advertising booklets was given, 50,000 copies of a 16-page illustrated folder being purchased for \$4,000.

John L. Lodwick was employed by the Board of Trade during the winter of 1918-19 to serve as publicity director and he held that office for the organization, and later for the city, until his death in 1942. As a result of his work, literally millions of dollars of free publicity was secured for St. Petersburg in magazines, in northern newspapers, and in the movies.

At the election in March, 1920, the "old timers" who had been at the helm for many years turned the wheel over to the "Young Turks" with W. L. Watson as president and L. C. Brown, vice-president. Several "old timers" were retained on the board to serve as advisers. The directors named were: E. C. Reed, T. A. Chancellor, John N. Brown, J. G. Rutland, S. Henry Harris, C. C. Carr, Herman A. Dann, W. T. Tillinghast, Al Gandy, B. A. Lawrence, Jr., C. R. Carter, R. H. Sumner, Noel A. Mitchell, H. L. Ermatinger, and A. F. Bartlett.

By formal action of the board, the name of the Board of Trade was changed to Chamber of Commerce on June 29, 1920.

To relate the activities of the Chamber since 1920 would be like repeating the history of the city. It has aided in countless ways to make St. Petersburg a finer place in which to live. It has advocated and obtained innumerable public improvements, it has advertised the city throughout the nation, it has helped to organize clubs and societies for winter visitors, and it has supported every worthwhile project designed to advance the city's interests. It has brought hundreds of conventions to the city and has brought in new industries. In short, the chamber has been the driving force which has kept St. Petersburg forging ahead, in good times and bad.

The work of the chamber has been effective simply because of the high calibre of its members. For that reason, there

should be recorded the names of the directors who have served at several important periods.

In the winter of 1925-26, during the height of the Florida boom, John N. Brown was president, Franklin J. Mason, first vice-president, and A. C. Siviter, second vice-president. The directors included the officers and A. F. Bartlett, William Crawford, Roy Dew, W. L. Tillinghast, J. D. Pearce, Ed T. Lewis, Charles R. Hall, J. H. Rutland, S. R. McIntosh, Frank Jonsberg, W. L. Watson and Herman A. Dann.

In 1933, during the depths of the depression, the directors were: Bayard S. Cook, Sterling Bottome, A. F. Bartlett, Joseph S. Clark, Harry Stern, W. A. Kenmuir, J. M. Touart, C. C. Carr, Nick Dennis, T. C. Ervin, Walter Donovan, E. C. Reed, Herman A. Dann, C. Buck Turner, York Briddell, Harry Childs, William F. Davenport, Ray Dugan, Thomas D. Orr, Paul Barnes, Oscar W. Gilbert, and Fred Blair. Cook was president, Bottome, first vice-president; Clark, second vice-president, and Stern, treasurer.

In 1941, when the United States entered World War II, the directors were: Paul B. Barnes, Paul Brown, Charles D. Beeman, J. E. Bryan, H. C. Bumpous, Bayard S. Cook, Wm. F. Davenport, T. C. Ervin, Oscar W. Gilbert, Nick Dennis,

Walter Gregory, Bolivar Hyde, Wm. A. Kenmuir, R. J. Knipe, N. W. Parker, R. D. Peterson, Harry Playford, E. C. Robison, LaVerne Thomas, Max Ulrich, and Weyman Willingham. Officers elected were: Brown, president; Gregory, first vice-president; Hyde, second vice-president, and Bumpous, treasurer.

Directors of the Chamber at present, 1947-48, are: Sterling Bottome, John E. Brooks, Paul Brown, J. E. Bryan, Gray Egerton, Wm. J. Grant, Walter Gregory, Bolivar Hyde, R. J. McCutcheon, T. G. Mixson, R. J. O'Brien, R. D. Peterson, R. M. Petrick, Wm. M. Pickett, E. C. Robison, B. T. Sauls, Irwin A. Simpson, Everett Sumner, A. B. Treat, Weyman Willingham, and Roger Wilson. Grant was elected president; Hyde, first vice-president; Sumner, second vice-president, and Peterson, treasurer.

Presidents of the Chamber and of the Board of Trade have been: Col. L. Y. Jenness, 1899-1901; A. P. Avery, 1902; W. A. Holshouser, 1903-04; F. A. Wood, 1905; J. D. Bell, 1906; Noel A. Mitchell, 1907; Roy S. Hanna, 1908; A. F. Bartlett, 1909; A. P. Avery, 1910; S. D. Harris, 1911; Lew B. Brown, 1912; W. L. Straub, 1913; Charles R. Hall, 1914; Arthur Norwood, 1915; Paul R. Boardman, 1916; Fred P. Lowe, 1917; Charles R. Carter,



Former presidents of the Chamber of Commerce assembled at John N. Brown's Good Fellowship Dinner at the Suwannee Hotel in 1937: Standing left to right: John N. Brown, James D. Bourne, Bird M. Latham, Bayard S. Cook, W. L. Watson, Robert J. McCutcheon, Jr., W. L. Tillinghast, William F. Davenport, L. C. Brown, E. C. Reed, Paul R. Boardman, Charles R. Carter, Oscar Gilbert and William Kenmuir. Seated, left to right: LaVerne Thomas, Roy S. Hanna, A. L. Bartlett, A. P. Avery, S. D. Harris, Ed. T. Lewis, Lew B. Brown, W. L. Straub.

1918; B. A. Lawrence, Jr., 1919; W. L. Watson, 1920; L. C. Brown, 1921; Herman Dann, 1922; J. W. Coburn, 1923; B. A. Lawrence, Jr., 1924; John N. Brown, 1925; Ed. T. Lewis, 1926; Bird M. Latham, 1927; W. L. Tillinghast, 1928; R. J. McCutcheon, Jr., 1929; E. C. Reed, 1930; Wm. A. Kenmuir, 1931; Paul B. Barnes, 1932; Bayard S. Cook, 1933; Sterling Bottome, 1934; W. F. Davenport, 1935; James D. Bourne, 1936; Oscar W. Gilbert, 1937; LaVerne Thomas, 1938; J. C. Hughey, 1939; Charles Beeman, 1940; John Dickinson, 1941; Paul M. Brown, 1942; Walter Gregory, 1942; Weyman Willingham, 1943; Roger Addington, 1944; T. C. McCutcheon, 1945; A. W. Higgins, 1946; J. E. Bryan, 1946, and Wm. J. Grant, 1947.

Secretaries of the organization have been: J. W. Wright, 1902; R. H. Thomas, 1903-05; Dr. A. B. Davis, 1906-07; W. B. Powell, 1908; Noel A. Mitchell, 1909; J. Frank Harrison, 1909-10; Mrs. Annie McRea, 1911; Edmund C. Wimer, 1912-1914; L. A. Whitney, 1915-1920; B. A. Lawrence, Jr., Aug., 1920-May 14, 1923; Leo M. Eddy, May 14, 1923-Feb., 1924; J. E. Coad, Feb., 1924-Oct., 1926; J. P. O'Conner, acting sec'y., Oct., 1926-Dec. 13, 1926; M. R. Beaman, Dec. 13, 1926-May 30, 1927; J. H. Kerrick, May 30, 1927-April 28, 1928; M. M. Deaderick, April 28, 1928-June 15, 1936; B. B. Smith, acting sec'y., June 15, 1936-Sept. 1, 1936; F. G. Scott, Sept. 1, 1936-Jan., 1937; B. A. Lawrence, Jr. brief time in Jan., 1937; Burwell Neal, Jan., 1937-April 15, 1942, and William F. Davenport, April 15, 1942 to present (November, 1947).

Department directors of the Chamber are: J. A. Frohock, promotional and conventions; B. B. Smith, tourist relations and Better Business Bureau; George M. Dunn, industrial and aviation; B. H. Overton, traffic and rate bureau; Pressly Phillips, publicity, and Mrs. Ruth Leatherman, office manager.

Junior Chamber of Commerce

The Junior Chamber of Commerce was organized late in 1931 with 139 charter members to enable the younger men of St. Petersburg to work in an organization of their own in the city's behalf.

J. Shirley Gracy was elected president November 3, 1931. J. M. Robertson was elected first vice-president; and Burdette White, treasurer. Board members named were: Henry S. Baynard, Dale C. Beatty, John Dickson, Allen Grazier, Rex MacDonald, E. T. Moore, Harvey Phiel, and Tom Pierce.

The organization became affiliated with the Florida Junior Chamber of Commerce on April 6, 1932, and the national organization February 2, 1933.

At the start of World War II, the Junior Chamber had a membership of approximately 600. During the war, the membership dropped to about 150, due to the fact that three-fourths of the members served in the armed forces. After the war ended, the membership increased rapidly and by November, 1947, had passed 1,000.

Since its beginning, the organization has backed every project designed to make St. Petersburg a better place in which to live and its achievements have won national attention. It has been winner three times of the Giessenbier Memorial Trophy awarded annually by the national organization to the club recognized as most outstanding in the state.

Probably one of its most famed projects is the Jaycee Beach Club, a recreation and social center located on Municipal Pier. It is owned, operated and maintained by the organization to entertain local and visiting young people.

Shortly after organizing, the Junior Chamber began sponsoring the Tarpon Roundup which has become one of the nation's leading sport attractions. The Roundup is held annually May 15 through July 30 and prizes totaling \$10,000 are awarded to the winners.

Presidents of the organization have been: Gracy, 1931-32; W. W. McEachern, 1932-34; L. L. McMasters, 1934-35; John M. Phillips, 1935-36; Ralph G. Cooksey, 1936-37; Perry R. Marsh, 1937-38; Douglas I. Davis, 1938-39; Dr. Joy Adams, 1939-40; Claude H. Melton, 1940-41; Bayard S. Cook, Jr., 1941-42; Williams S. Queen, 1942-43; Otis C. Southern, 1943-44; A. B. Treat, 1944-45; Harry W. McCormick, 1945-46; Warren Schlemmer, 1946-47; Maurice L. Foisy, 1947-48.

Officers in 1947-48 are: Foisy, president; Harold E. Dunphy, first vice-president; Armand H. Bonnette, second vice-president; Robert W. Fisher, third vice-president, and S. Norman Carey, treasurer. Members of the board of directors are: Robert M. Barton, Henry T. Baynard, Alvah C. Belcher, Hardy Bryan, Jr., Eugene H. Burr, Fred M. Freshwater, Fordham L. Johnson, John M. Livingston, Robert P. McCuen, Robert A. Pfeiffer, Milton S. Reese, Warren W. Schlemmer, Lawton Swan, Jr., Richard D. Tourtelot, and Merle W. Wadsworth.

Following the honorary service of four officers: J. M. Robertson, John Hoffman, Perry R. Marsh and Al Roberts, three paid employees, Al Strum, Keith Meyer and James T. Young held the position of executive secretary. During the war when Young, the present secretary, served overseas with the armed forces, Mrs. Bette Young served as executive secretary.

Art Club of St. Petersburg

The Art Club of St. Petersburg is the outgrowth of the Florida Art School, founded in 1919 by J. Liberty Tadd, then head of the Industrial Arts School of Philadelphia and a national figure in art education.

On the death of Dr. Tadd, the work of the school was taken over by his wife and daughter. With the thought of furthering the ideals of her husband, Mrs. Tadd took the lead in organizing an art club, the first meeting of which was held in the fall of 1919 at the Huntington Hotel. George F. Bartlett, of Racine, Wis., was elected as the first president of the organization, named the Art Club of St. Petersburg. Other officers and directors were: Mrs. A. F. Thomasson, George M. Lynch, Mrs. L. J. Gunn, Mrs. F. W. Kingsley, Mrs. R. J. Dew, Mrs. Alice Buhner, Mrs. C. Countryman, Mrs. C. Perry Snell, Dr. George Baumgrass, F. J. Harper, and Grafton Doresey.

The club was incorporated January 18, 1923, and had the first art gallery south of Atlanta.

During the passing years, the club has held numerous notable exhibitions and has contributed much to the cultural life of the city. The galleries are housed in a

municipally owned building at 201 Beach drive where twice-monthly exhibitions are held, opening with a tea, leading women of the city acting as hostesses. The gallery is free to the public daily with an attendant in charge. A valuable collection of art books is available to members. The club now has more than 250 members. It has a monthly publication edited by Katherine Gorman.

Officers and directors in 1947-48 are: Edith Richcreek, Caroline Forster, Emmett Sutton, Marion McQuisston, Winifred O. Long, David T. Stuart, Myrtle Ford, T. E. Zeidler, A. H. Wentworth, Jane Giessler, Laura Howarth, Bill Dwyer, Katherine Gorman, Martha Thompson, Amanda B. May, Janet King, Margo Haynes and Edwina Jepson.

Audubon Society

The Audubon Society of St. Petersburg was organized November 25, 1909, at the Belmont Hotel. Officers elected were: Mrs. Katherine B. Tippetts, president; Dr. John E. Ennis, first vice-president; Mrs. S. E. Barton, secretary, and Mrs. W. R. Trowbridge, treasurer. Others present at the meeting were: Mrs. N. A. Fullerton, S. E. Barton, W. R. Trowbridge, E. S. Upham and Miss Jessie Morrell.

The society has had a long and fruitful life. In the beginning, it concentrated on teaching children to preserve bird life. It helped secure passage of state legislation to protect robins. It helped organize the St. Petersburg Humane Society. Through its efforts, a chain of bird sanctuaries were established throughout the county. A great stimulus to the society's work in this respect was furnished when Roy S. Hanna gave Mud Key as a bird reservation. Prior to this, in March, 1906, Bird Key had been set aside as a government reservation and designed as the Indian Key Bird Reservation. This was done after Mr. Hanna gave up certain rights to the key. The society has achieved notable results through the establishment of Junior Audubon work in the schools.

Mrs. Tippetts served as president until 1945 when she was succeeded by Mrs. Herbert R. Mills, now serving. Other 1947-48 officers are: Jack E. Allen, first

vice-president; James Ferguson, second vice-president; Mrs. Edward A. Buchwald, treasurer, and Mrs. Harvey Rutherford, secretary.

Carreno Club

The Carreno Club, the largest musical organization in Florida, was organized February 6, 1913, with ten charter members: Mrs. E. A. Jeffries, Mrs. Grace B. Hume, Mrs. H. T. Sidway, Miss Winifred Bedell, Mrs. Augusta Germaine, Mrs. A. T. Blocker, Mrs. Alice Buhner, Mrs. J. H. Childs, Mrs. L. C. Patterson, and Mrs. J. B. Robinson. Mrs. Sidway was elected first president; Miss Bedell, vice-president, and Mrs. Childs, secretary and treasurer.

The club was incorporated March 29, 1929, by: Mrs. John Allison Stringer, Mrs. Morris A. Spooner, Mrs. L. F. Yoke, Miss Mabel Ferry, Miss May C. Pomroy, Mrs. A. D. Glascock, Mrs. Arthur Vonnegut, Mrs. Sherman Rowles, Mrs. A. F. Thomasson, Mrs. Grace B. Hume, Mrs. Arthur L. Johnson, Mrs. Winifred Bedell Menton, Mrs. E. A. Jeffries, Mrs. J. F. Chase and Mrs. W. H. Brownlee.

The club has brought to St. Petersburg many of the most outstanding national and international musical artists and from the organization grew the present Civic Music Association, now serving the city. The club in 1947 had a membership of 500. It meets twice monthly at the Congregational Church. It is affiliated with the Floridan and National federations of music clubs.

Presidents of the club have been: Mrs. Sidway, 1913; Mrs. Emily Jeffries, 1913-16; Mrs. F. A. Wood, 1916-17; Mrs. Frank Chase, 1917-19; Mrs. J. T. Hume, 1919; Mrs. A. F. Thomasson, 1919-20; Mrs. W. G. Brownlee, 1920-23; Mrs. A. D. Glascock, 1923-25; Mrs. Arthur L. Johnson, 1925-27; Mrs. Ida Stringer, 1927-29; Mrs. O. G. Hiestand, 1929-31; Mrs. Arthur Vonnegut, 1931; Mrs. Jeffries, 1931-32; Mrs. Mary Spooner, 1932-34; Mrs. Marion Watkins, 1934-36; Mrs. Charles Harrison, 1936-37; Mrs. Gordon Fory, 1937-39; Mrs. Stanley K. Foster, 1939-41; Mrs. R. W. Roberts, 1941-47, and Mrs. Donald K. Putnam, 1947-48.

Present officers are: Mrs. Putnam, president; Mrs. A. D. Glascock, first vice-president; Mrs. John Rebholz, second vice-

president; Mrs. Harold W. Tomson, recording secretary; Mrs. Cecile R. Littlefield, corresponding secretary; Mrs. George Punttenney, treasurer, and Mrs. Frank Tyree, auditor. The directors are: Mrs. S. R. Love, Mrs. Helen Hill Winchester, Mrs. Charlotte Pratt Weeks, Mrs. M. L. Turner, Mrs. W. L. McIlwain, and Mrs. Adam Noble. The chairmen are: Mrs. R. W. Roberts, Mrs. John Still, Mrs. Gertrude Cobb Miller, Mrs. O. G. Hiestand, Mrs. Grace L. Donaldson, Mrs. A. Conaway Smith, and Miss Olive Mae Menz.

Woman's Club of St. Petersburg

The Woman's Club of St. Petersburg was organized February 7, 1913, with fourteen charter members: Mrs. C. A. Esterly, Mrs. Horace Hill, Mrs. Norris Levis, Mrs. N. Brandenburg, Mrs. Henry F. Combes, Mrs. Gilbert Frederick, Mrs. Eugene Massey, Mrs. J. E. Oates, Mrs. F. H. Kirker, Mrs. A. E. Holmes, Mrs. F. V. Kessler, Mrs. G. W. Lord, Mrs. J. W. Sealey and Mrs. W. S. Blackburn.

Past presidents of the club are: Mrs. Charles H. Hawley, 1920-22; Mrs. W. J. Carpenter, 1922-23; Mrs. Edith R. Sackett, 1923-25; Mrs. M. M. Burton, 1925-27; Mrs. W. P. Slaton, 1927-30; Mrs. Charles G. Blake, 1930-32; Mrs. Ruth Thane McDevitt, 1932-34; Mrs. Frances B. Eaton, 1934-36; Mrs. R. W. Roberts, 1936-40; Mrs. Frank B. Tyree, 1940-41; Mrs. Grace L. Donaldson, 1941-44; and Mrs. R. W. Roberts, 1944-46.

Present officers of the club are: Mrs. Harry E. Marsh, president; Mrs. Lee Skipwith, Mrs. Paul A. Hoxie, Mrs. Charles R. Ervein, and Mrs. Richard T. Earle, Jr., vice-presidents; Mrs. Robert W. Glendinning, recording secretary; Mrs. Wesley Cone, corresponding secretary, and Mrs. E. L. Cole, treasurer. Directors in addition to the above officers are: Mrs. Jennie M. Denning, Mrs. W. O. Barnes, Mrs. A. B. Patterson, Mrs. George C. Diver, Miss Mary W. Hamilton, and Mrs. D. Walton B. Wilson.

Committee chairmen are: Mrs. Harry A. Deyo, Mrs. M. L. Combes, Mrs. James L. Peatross, Mrs. Nat. B. Brophy, Mrs. Frank B. Tyree, Mrs. Carl H. Rigg, Mrs. David

S. McNelly, Mrs. French Clingan, Mrs. W. L. McElwain, Miss Eunice Moe, Mrs. Jack Codrey, Mrs. James L. Peatross, Mrs. Charles W. Anderson, Mrs. Ernest Feild Parkinson, Mrs. R. L. Hope, Mrs. Clarence Starr, and Mrs. Wallace Tishkin.

One-tenth of the annual income of the club is devoted to charity and civic betterment in St. Petersburg.

Rotary Club

The Rotary Club of St. Petersburg was founded in 1920 with nineteen charter members: W. L. Straub, A. F. Thomasson, T. A. Chancellor, A. P. Avery, C. C. Carr, L. B. Brown, Robert Markland, A. L. Johnson, J. G. Foley, Jack York, Leonard Whitney, Al. F. Lang, Guy B. Shepard, Robert Walden, Ray Sellers, Howard Frazee, George S. Gandy, Bird Latham and B. A. Lawrence, Jr.

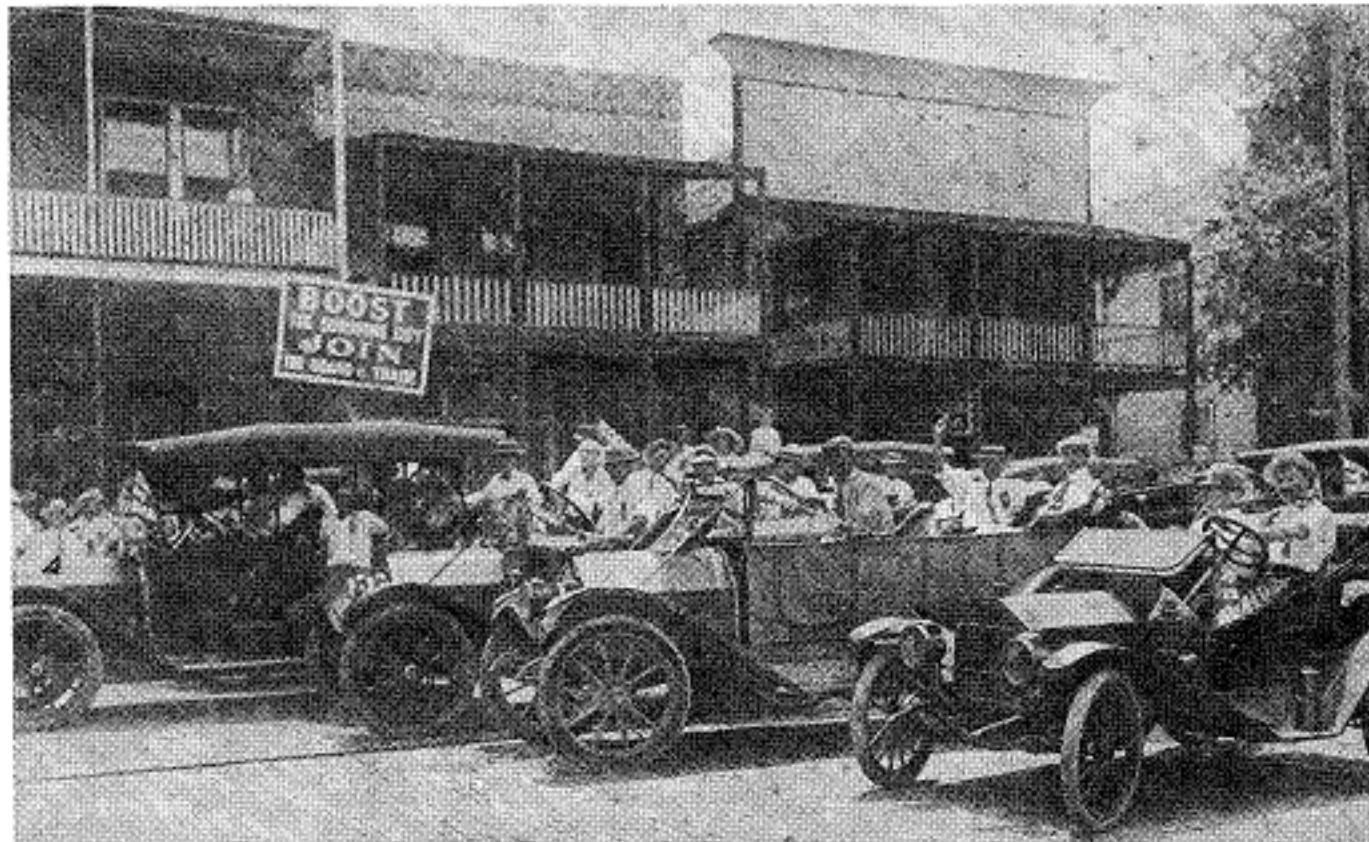
Presidents have been elected as follows: W. L. Straub, 1920; A. F. Thomasson, 1921; C. C. Carr, 1922; Herman A. Dann, 1923; Dr. Wm. M. Davis, 1924; Robt. R. Walden, 1925; Bayard S. Cook, 1926; B.

A. Lawrence, Jr., 1927; Lee C. Shepard, 1928; John D. Harris, 1929; Wm. L. Watson, 1930; John M. Graham, 1931; Thomas D. Orr, 1932; James D. Bourne, 1933; Paul B. Barnes, 1934; Horace M. Doty, 1935; R. I. Matthews, 1936; Frank B. Duryea, 1937; Wilmer C. Parker, 1938; T. Carlton Ervin, 1937; Mortimer J. Soule, 1940; W. W. McEachern, 1941; Oscar W. Gilbert, 1942; John S. Rhodes, 1943; George D. Morrison, 1944; Albert J. Geiger, 1945, and Robert W. Cohoe, 1946.

Present officers of the club are: A. R. Spaulding, president; Robert R. Walden, secretary, and Robert T. Northrup, treasurer. Members of the board of directors are: Harold P. Bennett, L. C. Brown, George M. Dunn, Fred R. Francke, O. W. Gilbert, John D. Harris, Withers R. Lee, Edwin L. March and Hugh B. McIntyre.

Memorial Historical Society

The St. Petersburg Memorial Historical Society was organized July 20, 1920, with Mrs. W. T. Eaton as president, George M. Lynch, first vice-president; Miss Jessie



Almost everyone in St. Petersburg took part in a red hot membership drive conducted by the Board of Trade in 1912. The "Blues" vied with the "Reds" to see which could get the most members. The "Reds" lost and had to pay for a public barbecue.

Morgan, second vice-president; Mrs. H. B. Smitz, secretary, and Mrs. Annie McRae, treasurer. The society was incorporated December 27, 1920. By that time it had 140 members.

On January 1, 1922, the society purchased from R. W. Main a building on the North Mole which he had built for an aquarium and museum after securing a lease on the land from the city. For Mr. Main's property, the society paid \$6,500.

Mrs. Eaton served as president until she died on April 29, 1929. Since then Mrs. Mary E. Apple has served as president continuously. She also has devoted practically all her time, without remuneration, to the task of building up the fine collection of memorial and historical articles possessed by the society. The museum, which contains countless articles of priceless worth, is open to the public.

Present officers of the society are: Mrs. Apple, president; C. M. Blanc, first vice-president; Alfred Newman, second vice-president; Mrs. H. B. Smitz, secretary, and Miss Susan Hallowell, treasurer. Members of the board of directors are: Mrs. Hardy Bryan, A. F. Thomasson, H. B. Archer, and Earl Gresh.

Civitan Club

The Civitan Club of St. Petersburg was organized in 1921 with twenty-seven charter members: L. W. Baynard, Hugh Bradley, J. Tim Campbell, Harry W. Childs, George H. Cox, William Crawford, Dave E. Cunningham, M. M. Deaderick, Nick Dennis, Fred Dillman, C. Ross Dulin, E. H. Dunn, George H. Fitch, H. C. Hansbrough, J. W. Hassler, Sam G. Johnson, Homer B. Jones, Lester W. Lambert, R. E. Milliken, S. R. McIntosh, Jack O'Brien, Karl B. O'Quinn, A. F. Paul, Bob S. Smalley, Dr. O. O. Feaster, and Floyd Thomasson.

Past presidents are: Bob C. Smalley, 1921; S. R. McIntosh, 1922; E. H. Dunn, 1923; D. S. Pooser, 1924; Earl Wakeman, 1925; Morris A. Spooner, 1926; J. A. Springer, 1927; R. G. Blanc, 1928; Ian V. Boyer, 1929; U. C. Barrett, 1930; Dr. Leroy Wylie, J. E. Preston, 1932; Vernon G. Agee, 1933; W. S. Lowry, 1934; Everett Sumner, 1935; Larry Barnard, 1936; Adrian C. Fidler, 1937; Chas. A. Robinson,

1938; Joe Davis, 1939; Harold F. Ragsdale, 1940; Ray Peterson, 1941; E. A. Davis, 1942; Dave Speight, 1943; Ben Northrup, 1944; Jason Hailey, and Thomas T. Dunn, 1946.

Officers of the club for 1947-48 are: Leon W. Noel, president; Lorin B. Smith, first vice-president; Silas G. Stannard, second vice-president; Robert M. Mitchell, secretary; Edwin A. Roberts, treasurer, Charles D. Davidson, sergeant-at-arms; Millard C. Cleveland, chaplain, and Russell H. Gilbert, editor "Chit Chat." Directors are: Thomas T. Dunn, S. R. McIntosh, R. E. Tomlin, H. W. Wrentmore, Albert Brandiff, E. A. Davies, A. G. McEachern, J. W. Roberts, J. A. Bradley, W. S. Lowry, and R. E. Venning.

Kiwanis Club

The St. Petersburg Kiwanis Club was chartered March 13, 1922. Past presidents have been: Kerrison Junier, 1922-23; C. E. Spear, 1924; Dr. George E. Miller, 1925; A. Clarke Siviter, 1926; Harry C. Case, 1927; John W. Davis, 1928-29; Ora F. Frazee, 1930; Wm. F. Davenport, 1931; Alan H. White, 1932; T. K. Finck, 1933; LaVerne Thomas, 1934; Harvey L. McGlothlin, 1935; C. I. Carey, 1936; Dr. Clad C. Stewart, 1937; Earl H. Grounds, 1938; Joseph A. Frohock, 1939; Nat W. Parker, 1940; Dr. J. Nelson Banks, 1941; Stanley C. Minshall, 1942; Harold E. Gillette, 1943; Weyman Willingham, 1944; Alex G. Maccauley, 1945, and W. D. Berry, 1946.

Officers for 1947 are: J. E. Saltz, president; George M. Bakewell, John P. Jockinson and R. J. McCutcheon, Jr., vice-presidents; Clarence S. Hinds, secretary; Frank T. S. Hallowell, treasurer. Directors are: Robert M. Barton, Dean C. Houk, Gerald E. Klanderman, E. S. Lanning, Harold W. Reeves, Stanley C. Shaver, James A. Stinson, and James L. Jarvis.

Optimist Club

The Optimist Club of St. Petersburg was chartered March 22, 1924, with 24 members. Past presidents have been: James Booth, 1924; Dr. A. D. Glascock, 1925; Glen Miller, 1926; Merle LeCook, 1927; Charles A. Eastman, 1928; H. Hayward, 1929; Lawton Swan, 1930; Franklin F. Kidd, 1931; Charles E. Fisher, 1932;

Alfred C. Krayner, 1933; Carlton E. Ehle, 1934; James T. Smith, 1935; Roscoe Cummins, 1936; Dr. H. C. Bumpous, 1937; Dr. Frank Meyer, 1938; J. P. Edgerly, 1939; Edwin C. Peters, 1941; Bart E. Bryan, 1941; Harry C. Holt, 1945, and Benjamin F. Jacobs, 1946.

Officers for 1947-48 are: Floyd Eaddy, president; Leroy De Witt, 1st vice-president; Otis Southern, 2nd vice-president; Harry Meyer, secretary; Clarence R. Bay, treasurer; Jay C. Biggs, sergeant-at-arms, and Dr. Alton H. Glasure, chaplain. Governors are: Benjamin F. Jacobs, Dr. H. C. Bumpous, Ed. G. Peters, Bart E. Bryan, Harold Warrington, H. B. McMahan, and Wm. J. Gihla.

Junior Woman's Club

The St. Petersburg Junior Woman's Club was organized April 20, 1932, with 20 charter members: the Misses Madeline Wilson, Mary Hume, Dorothy Brown, Martha Trice, Marguerite Evans, Betty Truxell, Phylliss Pope, Frances Ewing, Janet Bellamy, Marinez Heitland, Alice Singer, Lillian Harris, Harriet Bize, Janet Poulson, Winifred Walker, Kitty Dunlap, Catherine R. McCauley, and Mesdames Ruth Thane McDevitt, Auldon Dugan and W. W. Ottaway.

Past presidents are: Mrs. Jack McDevitt, 1932; Mrs. Braden Quicksall, 1932-33; Miss Laura Way, 1933-35; Mrs. Henry Baynard, 1935-36; Mrs. Wallace Tishken, 1936-38; Mrs. Arnold Amley, 1938-39; Mrs. Charles Harrison, 1939-40; Mrs. Robert W. Johnston, 1940-41; Mrs. Frank Comegys, 1941-43; Miss Jane Rudy, 1943-45; Mrs. Robert W. Glendinning, 1945-46, and Mrs. Robert Barton, 1946-47.

Present officers are: Mrs. Robert Clark, president; Mrs. Robert Stein and Mrs. Franklin Brown, vice-presidents; Miss Antoinette Moltere, treasurer; Miss Jean Laing, recording secretary; Mrs. James Matthews, corresponding secretary; Mrs. Fordham Johnson, custodian; Mrs. William Emerson, historian, and Mrs. J. L. Peatross, advisor.

Board members are: Mrs. Thomas Fluharty, Mrs. Charles R. Moore, Mrs. Charles Kaniss, Mrs. Arthur Glen-

dinning, Mrs. George Davis, Mrs. Robert Miller, Mrs. Walter Todd, Mrs. Harold Dunphy, Wilberta Griffin, Kay Williams, Mrs. Aubrey Ewing, Mrs. Charles Wolf, Mrs. E. K. Sparks, Mrs. Harry Shipley, Mrs. Donald Watson, Mrs. Ralph Wilson, Mrs. Peter B. Kersker, Mrs. Douglas Hood, Rena Sparks and Mrs. Robert Barton.

Exchange Club

The Exchange Club of St. Petersburg was organized in 1932. Past presidents have been: John Dickinson, Lincoln C. Bogue, Frank W. Murray, Perry R. Marsh, Morrison Pearce, William M. Pickett, James M. Smith, George W. Selby, Clifford B. Thomas, Howard E. Gooden, Arthur Miller, E. C. Etchison, Orville K. Cook, and William R. Watts.

Officers of the club in 1947 are: Sidney B. Miner, president; Douglas B. Dawson, Jr., first vice-president; Owen L. Iler, second vice-president; William F. Cobler, secretary, and Glenn N. Vincent, treasurer. Members of the board of control were: Jack Puryear, Russell L. Stewart, B. Harry Willis, Albert E. Bush, R. Paul Iler, and William R. Watts. Lois Dickson was pianist and Douglas B. Dawson, Jr., program chairman. Billy Watts was editor of Exchange Excerpts.

Woman's Service League

The Woman's Service League, the intermediate age group between the Junior and Senior Woman's Clubs, was organized in 1942 with 35 charter members: Mrs. W. L. Baynard, Mrs. Donald Benn, Mrs. J. Lee Ballard, Mrs. Ralph C. Davis, Mrs. Auldon Dugan, Mrs. E. B. Ellis, Mrs. E. C. Etchison, Mrs. Wm. P. Farber, Mrs. A. R. Frederick, Mrs. Claude Garland, Mrs. M. J. Goodman, Mrs. K. D. Hannigan, Mrs. Robert Denlinger, Mrs. Thomas C. Harris, Mrs. Harold G. Hart, Mrs. Martha Jane Howard, Mrs. Bolivar Hyde, Mrs. Gardner Lewis, Mrs. C. O. Lowe, Mrs. C. B. McCartney, Mrs. Harry McCardell, Jr., Miss Mildred McKenzie, Mrs. R. L. Piper, Mrs. Walter J. McBath, Mrs. W. P. Mulhollem, Miss Esther Stevens, Miss Dorothy Stovall, Mrs. Clifford Thomas, Mrs. James Maurice Smith,

Miss Pearl Walker, Mrs. Fred E. Whaley, Mrs. James G. Wilson, Miss Edith Williams, Mrs. E. J. Whitacre, and Mrs. R. K. Vermillion.

Past presidents are: Mrs. Fred E. Whaley, 1942; Mrs. C. O. Lowe, 1942-43; Mrs. Ralph C. Davis, 1943-44; Mrs. E. C. Etchison, 1944-45; Mrs. Charles C. Duncan, 1945-46, and Mrs. R. E. Goodale, 1946-48.

There are at present 150 members. Officers are: Mrs. R. E. Goodale, president; Mrs. E. B. Acklin, first vice-president; Mrs. Charles R. Wedding, second vice-president; Mrs. F. R. Roden, third vice-president; Mrs. Kenneth Barr, recording secretary; Mary Lou Coxhead, corresponding secretary, and Mrs. Robert Hendry, treasurer.

Lions Club

The Lions Club of St Petersburg was chartered April 12, 1927, with seventeen charter members: Burwell Neal, P. K. Smith, Wilbur Herrick, Jr., R. C. Morgan, Frank Hackett, E. W. Farrior, Jr., J. T. Burdine, J. E. Walker, H. T. Davis, Merle E. Rudy, T. W. Latta, Arthur F. Guthrie, C. Richard Shafto, George E. Painter, Jr., J. E. Webb, J. Ira Elston, and J. A. Strickland.

Past presidents are: Wilbur F. Herrick, E. B. Brant, Richard C. Morgan, R. J. O'Brien, Allen C. Grazier, Dr. Dale Beatty, Dr. J. A. Strickland, William Grant, Raney Martin, A. H. Holloway, Raleigh Greene, Harry Keesler, E. M. Berryman, Ralph Eubanks, Burwell Neal, George I. Keener, P. K. Smith, Lex Herron, Nesbitt Irvine, W. H. Goodwin.

Officers of the club for 1947-48 are: Norman Morrison, president; Paul K. Boardman, C. Grey Egerton and Frank Comegys, vice-presidents; E. B. Peterson, treasurer; Dr. Joy E. Adams, secretary; Paul Vonn, Lion Tamer, and A. W. Ross, Tail Twister. Directors are: Harold D. Wiggin, Burwell Neal, Ralph W. Haskell, George J. Lambrecht, Rex MacDonald, F. G. Scott, William Grant, R. J. O'Brien.

Junior League of St. Petersburg

The Junior League of St. Petersburg was organized in 1927 as the Junior Service club by Mrs. E. M. Eustis, Mrs. H. W. Holland, Mrs. John Wallace, and Mrs. Lee Collins. It had forty charter members. Mrs. Holland was the first president.

In the first year of organization, the league was helpful in relieving the distress and suffering in St. Petersburg which followed the Florida crash. Confronted with the problem of 900 children who lacked enough clothing to go to school, headquarters for clothing donations were established in members' homes; later in the Thrift Shop was opened.

The club also created a Milk Fund and volunteer case workers investigated families in need, and gave away milk. In conjunction with the city, a survey was made through the National Family Welfare Bureau to determine children's needs.

During the depression, the club members aided in the first clinics established for dental, pre-natal and general medical care and also took the lead in the movement to obtain a trained and salaried social worker for the city. This led to the establishment of the City Welfare Department in 1932.

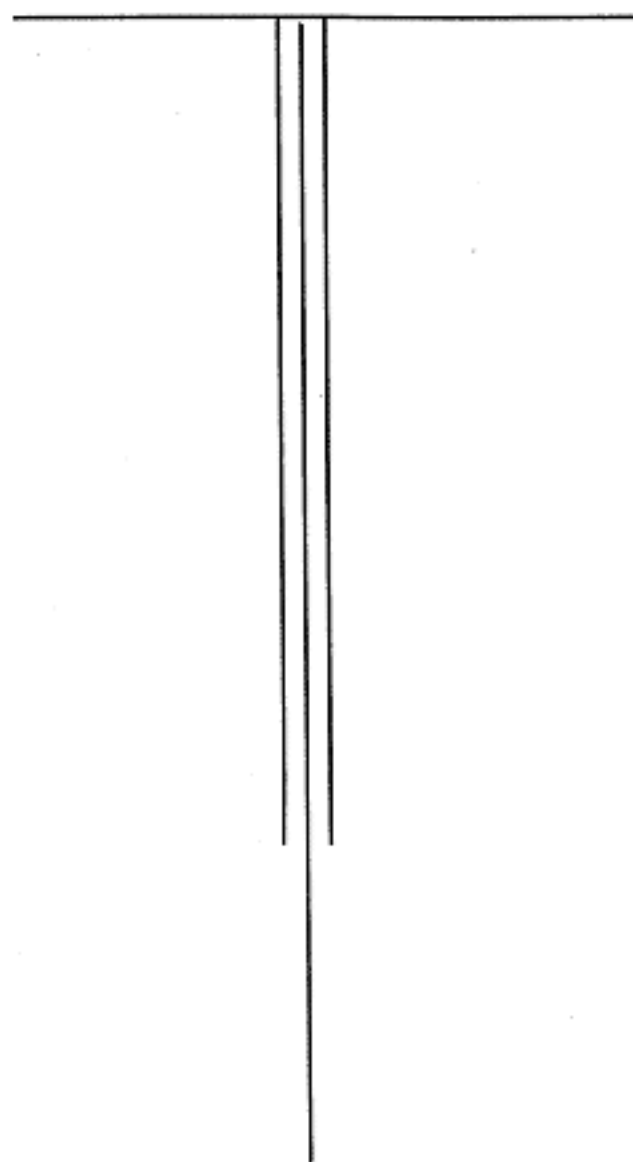
The Junior League was accepted in the Association of Junior Leagues of America in 1931. In 1938, the Children's Service Bureau was organized by the league and supported until the Community Chest was able to take it over. During the past six years the league has developed one of the finest amateur puppet shows in the country. The shows are taken to all public and private schools in the city.

Present officers of the league are: Mrs. Thomas S. Pierce, president; Mrs. Laurence Childs, vice-president; Mrs. Bayard S. Cook, Jr., treasurer; Mrs. Charles Mackey, recording secretary, and Mrs. William Howell, corresponding secretary.

WHO'S WHO

IN

ST. PETERSBURG



"History is the essence of innumerable biographies."

—*Thomas Carlyle.*

PETER A. DEMENS

(Portrait on Page 58)

Peter A. Demens, a native of Russia, unquestionably should be recorded in history as the "father" of St. Petersburg.

True enough, J. C. Williams owned the tract of land which became the town site—but it was Demens who brought in the Orange Belt Railway and thereby provided reason for the town's existence. What's more, his engineers surveyed and laid out the town, and he named it after the city in Russia where he was born.

Without the railroad, St. Petersburg probably would be nothing more than it was sixty years ago—a thinly settled stretch of land on the shores of Tampa Bay. With the railroad, it became one of the nation's most famous resort cities. In deeding land to the railroad for laying tracks to his property, Williams had everything to gain and nothing to lose. In building the railroad, Demens took a chance on making a fortune—but lost. He left Florida, never to return, but St. Petersburg today stands as a monument to his efforts.

Demens might be described as a soldier of fortune, a born promoter. He was a man of remarkable talents and brilliant personality. He made friends quickly and the friends trusted him. He had the vision necessary to launch "impossible" projects and the determination to carry the projects through. This was proved in the case of the Orange Belt Railway. A weaker man would have given it up long before it was completed; Demens finished the job even after he knew it would bring him no financial gain.

Demens—his correct name was Piotr Alexewitch Dementief—was born in St. Petersburg, Russia, on May 1, 1850. Descended from a noble Russian family with large estates in the province of Tver, he later became a marshal of nobility and was on intimate terms with the most powerful men in the Russian empire. He was first cousin of Prince Petroff and a captain in the Imperial Guard. In 1880 he left Russia, for reasons discussed in the general text, and made his way to Florida, first locating at Longwood.

Within a short time after arriving in Florida he organized a lumber mill under

the name of Demens, McClain & Cotter and built a sawmill at Longwood, about ten miles southwest of Sanford. To bring logs to the mill, a haphazard railroad was laid out into the woods. Demens bought out his partners in 1883 and continued to operate the mill himself. Shortly afterwards he obtained a contract from the South Florida Railroad to build station houses on the railroad's branch from Lakeland northward to Dade City. The contract proved profitable and Demens managed to save several thousand dollars.

From 1886 to the summer of 1889 Demens devoted all his time to the construction and financing of the Orange Belt Railway, as recounted in the general text.

After being forced to sell out his interest in the railway and in the Orange Belt Investment Company, Demens went to Asheville, N. C., where he bought a planing mill which he operated for three years. In 1892 he went to Los Angeles. His first venture there was a steam laundry. He knew nothing about the business but he made it so successful that he was able to sell out four years later for \$200,000. He invested part of this money in citrus groves near Alta Loma, a town about forty-five miles outside of Los Angeles which he helped establish. He devoted most of his remaining life to orange culture, study, and writing.

In 1905, Demens returned to Russia and found himself in the whirl of the revolution which, though unsuccessful, laid the foundation for the overthrow of the Imperial government. He said on his return, however, that his trip had nothing to do with the revolutionary movement.

During the last fifteen years of his life, Demens paid little attention to business matters. He had a residence in Los Angeles but spent most of his time on his ranch at Alta Loma. He wrote many articles on European affairs for the Los Angeles Times and went to Europe for the Associated Press to report on political conditions.

Though in close touch with the affairs of Russia and a constant contributor to the current literature of that country, he was not connected with its government until 1916, when in response to urgent requests from Russian friends he went to New York and took charge of the tangled affairs of

the Russian government's purchasing bureau, which had become disorganized through the swift changes in Europe. After several months of hard work, he returned to his Southern California home.

Demens knew Prince Lvoff, Prof. Milliukoff and many of the men who formed the cabinet of the new republic. They had been his friends and co-workers years before the latter turn of affairs. The ultimate overthrow of the republic by the Bolsheviks caused Demens to suffer a shock which finally undermined his health. He gradually weakened and died on January 21, 1919.

Demens was married in Russia and four children were born there: Claudia, Helen, Vadim and Inna. Vladimer and Eugene were born in Florida. Vera was born in Asheville, N. C. Only two of the children are still living: Vladimer, and Vera, now the wife of Count Andrey Tolstoy. Mrs. Demens died soon after her husband.

JOHN C. WILLIAMS

John Constantine Williams, owner of the tract of land where the town of St. Petersburg was laid out, was born in Detroit, Mich., January 25, 1817—71 years before the first train chugged down "Railroad avenue" and puffed life into the infant community on Tampa Bay.

The story of the original owner of St. Petersburg must begin with a story of his father, John R. Williams, one of the pioneer residents of Detroit. In his youth, John Williams was a captain of artillery in the United States Army, and was stationed in Detroit. In 1816 he resigned from the army because he disliked his superior officer, it is said, and opened a general store. His customers were soldiers, hunters and Indians; his goods were largely sold in exchange for furs. Twice a year he received his merchandise from New York by way of Buffalo and twice a year he shipped his furs.

In 1824 Detroit became a city and Williams was elected its first mayor. He was re-elected three times. He was the first president of the first bank of Detroit and was one of the founders of the Detroit Free Press. From 1832 to 1852 he was a major general in the Michigan state militia. His

savings were invested in real estate and when he died in 1854 he was reported to be the wealthiest man in Michigan. In 1858 his property was divided among eight children, the share of each being appraised at \$105,000.

John Constantine, the second oldest child, was christened in St. Anne's Catholic Church when he was four months old. Little is known of his early years. He was never a soldier in the regular army but was a member of Brady Guards, a uniformed company of Detroit young men. His title of "general" was a complimentary one only, given to him after he came to Pinellas Peninsula. He was married in 1846 and had ten children.

An obituary notice published in the South Florida Home at the time of his death stated that Mr. Williams had "satisfactorily discharged the duties of the officers of city treasurer, supervisor of Greenfield, deputy register of deeds, and justice of the peace for several terms, in Detroit." He owned an office building in Detroit opposite the city hall and resided on an eighty-acre farm on Woodward avenue, four miles back from the river, which his father had leased to him when he married. When his father died, he inherited this property which he immediately started to subdivide and sell. More than a hundred deeds signed by him are recorded in Detroit.

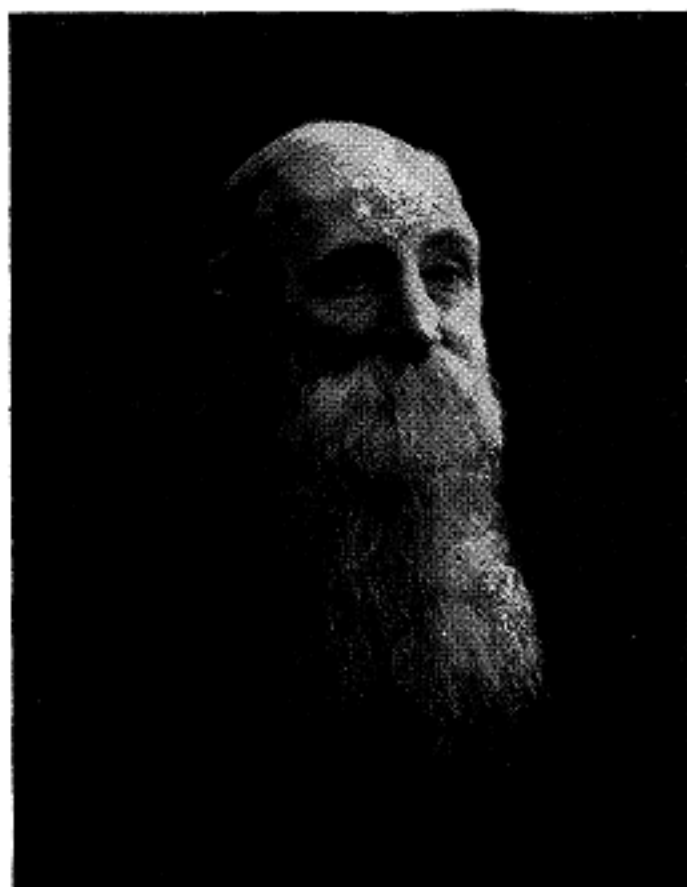
Mr. Williams came to Florida for the first time in 1875. After traveling over the state, he finally came to Pinellas Peninsula. As related in the general text, he purchased approximately 1,600 acres of land. In 1879 he settled on the tract and attempted to farm. His venture turned out poorly and he returned north. On November 7, 1881, a divorce from his wife was granted him in circuit court in Detroit. On July 29, 1882, he was married again, to Mrs. Sarah Judge (nee Sarah Craven), of London, Ontario.

After his second marriage, Mr. Williams sold most of his Detroit holdings and returned to Florida, in December, 1886. He settled in Tampa and built the first fine residence in Hyde Park. On January 29, 1887, he signed an agreement with officials of the Orange Belt Railway in which he agreed to give approximately 250 acres of his Pinellas Peninsula property to the railroad if it would extend its tracks through his

land to the bay. The negotiations which preceded signing of the agreement were conducted largely by Mrs. Sarah Williams and Henry Sweetapple, treasurer of the railroad.

Late in 1890, Mr. Williams began the construction of a home at Fourth street and Fifth avenue south which later was widely known as one of the show places of Florida. Thousands of dollars were spent for interior decorations. Years later the home became part of the Manhattan Hotel, still standing in 1947.

During April, 1892, Mr. Williams' health began to fail. Ten years before he had suffered a stroke of apoplexy from which he had never fully recovered. He died on April 22. He left practically all his property to his wife. Later, however, an agreement was made out of court whereby his property was divided between his wife and his children by his first wife. The value of all his property was estimated to be between \$125,000 and \$150,000. The only public bequest made by Mr. Williams was a lot, reported to be worth \$200, which he be-



JOHN C. WILLIAMS

queathed for use as a site for a fireman's hall.

Mr. Williams was survived by his widow and eight children: John Constantine, Jr., Barney C., J. Mott, John M., Mrs. Mary Fisher, Mrs. H. N. Shirp, Mrs. Cornelia Mott Morse, and Mrs. Josphine Bain.

On September 10, 1894, the widow married James A. Armistead, a Civil War veteran who owned a hotel in Bartow. After the marriage, Mr. Armistead made St. Petersburg his home. He erected a three-story wooden building on the south side of Central about halfway between Second and Third streets. For years this building was known as Armistead's "Opera House." On the first floor there were store rooms and the third floor was used as a meeting place for lodges. The second floor was the "opera house." There plays were given by traveling troupes and by local entertainers. It also was used as a town meeting place. Mr. Armistead served as mayor of St. Petersburg, from 1896 through 1900. He died in Bartow, Fla., August 10, 1907, while visiting his daughter, Mrs. Y. S. Dial.

Mrs. Armistead took an active interest in public affairs. She assisted financially in building the Congregational Church and for years was an active member of the W.C.T.U. She died December 15, 1917, while on a visit to Detroit.

The sons were prominent in St. Petersburg for many years. J. C. "Tine" Williams, Jr., opened a general store on the southwest corner of Central and Second in 1889 and within a few years it had become the largest store on the entire peninsula, surpassing even the "big stores" of Clearwater. He and his brother Barney were the owners of the Crystal Ice Works. Each served four terms on the town council. Barney also was engaged in fishing, boating and boat building. Mott owned a machine shop and later one of the town's first garages. He also was the owner of an apartment house. Many of the Williams descendents have helped in the development of St. Petersburg.

FRANK ALLSTON DAVIS

It has been said, and unquestionably the statement is based on fact, that Frank Allston Davis put St. Petersburg twenty years ahead in its development; that he gave it

the things which made possible its future growth and enabled it to spurt ahead of other resort cities on the West Coast of Florida.

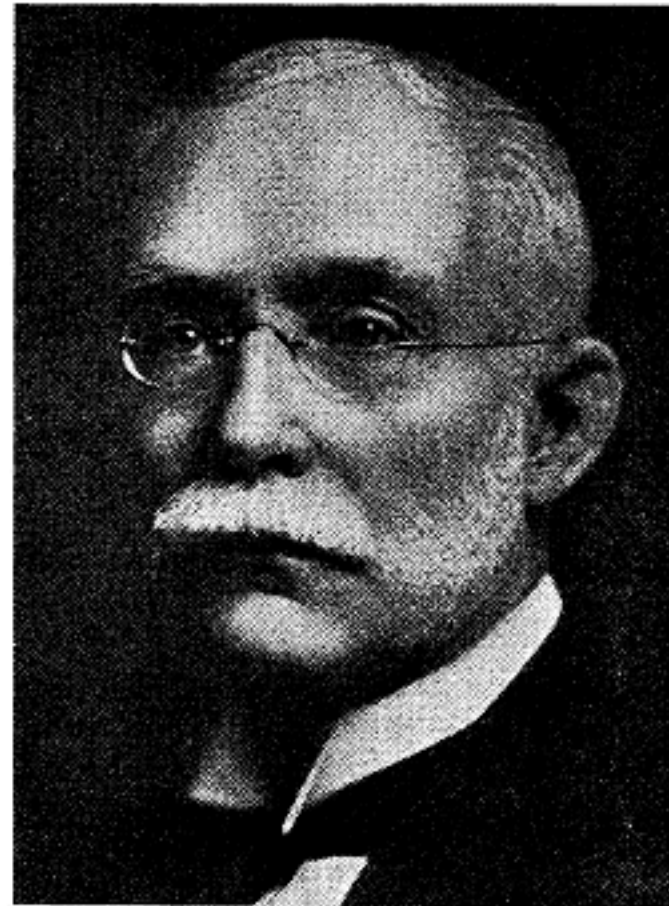
Mr. Davis began work for St. Petersburg when it was insignificant and unknown; when none of the streets were paved and when cows pastured on Central Avenue. It was a town at the end of a railroad, and that was all. And yet, despite the humble appearance of St. Petersburg, Mr. Davis saw in it great possibilities. He dreamed that it would become a great city. And because he dreamed, and worked to make his dreams come true, St. Petersburg was pushed forward on its march toward prosperity.

Mr. Davis gave St. Petersburg its first electric light company, its first trolley line, its first real advertising. He brought millions of dollars into the city. He was a visionary—he admitted that himself. In many ways he was impractical—his best friends said that about him. He foresaw the progress of later years, but he was a generation ahead of his time. Consequently, he lost money, and his companies failed, but St. Petersburg gained.

Mr. Davis was born September 8, 1850, near Duxbury, Vt. His early boyhood was spent on the farm of his parents. He was educated in the country schools near Duxbury and when seventeen years old became a teacher. During the summer of 1870 he took up the selling of mowers and was so successful that he gave up teaching to devote all his time to the work. In 1872 he became interested in the publishing of county atlases and histories. In 1880 he went to Philadelphia and began publishing medical books and periodicals. His company became one of the best known of its kind in the world, its greatest work being Sajous' Analytical Cyclopaedia of Practical Medicine.

During the winter of 1889-90, Mr. Davis became afflicted with a severe case of muscular rheumatism. In search of relief he came to Florida and in April, 1890, he went to Tarpon Springs where he made a quick and complete recovery.

While in Tarpon Springs Mr. Davis made the acquaintance of Jacob Disston, who



F. A. DAVIS

afterwards aided him financially in many of his projects. The first of these was the founding of an electric light plant at Tarpon Springs. Mr. Davis put in about \$2,000 of his own money and Mr. Disston advanced several thousand more on a first mortgage. The light plant failed, primarily because the people of Tarpon Springs were unwilling to give up their oil lamps and replace them with the newfangled electric bulbs. Mr. Davis finally became disgusted and turned toward St. Petersburg which he had visited for the first time two years before. In 1897, the plant was moved to St. Petersburg.

In 1902 Mr. Davis began working to establish an electric railway from St. Petersburg to Disston City—now known as Gulfport. He enlisted the aid of Philadelphia friends for financial support and finally, in 1905, the project was completed.

During the next few years Mr. Davis' activities became more and more extended. Nearly a dozen new companies were formed as subsidiaries of his St. Petersburg Investment Co. to handle developments in all sections of the lower peninsula. In 1909, Mr.

Davis sold most of his stock in the companies to H. Walter Fuller who thereafter directed operations in most of the Davis enterprises.

Mr. Davis, however, continued to take a deep interest in the companies and also personally supervised development of Pinellas Park. Thousands of acres in that section were purchased from the Disston interests and a fortune was spent in draining the land, laying out small farms, and starting a town. Pinellas Park was advertised all over the county and for a while it boomed. Later, however, the town went into a decline. Many of the settlers left, discouraged, after failure of their farming efforts.

After the outbreak of World War I the financial condition of the various Davis enterprises became weakened. Worry over the fate of the companies ultimately undermined Mr. Davis' health and he died on January 12, 1917. Late in the same year the Davis companies went into the hands of a receiver. Mr. Davis was survived by his widow and one son, Dr. A. B. Davis. Interment was made in West Laurel Hill Cemetery, Philadelphia.

JACOB S. DISSTON

Although Jacob S. Disston never lived in St. Petersburg, he probably did as much to help in the development of the city as any man who lived here all his life. At several crucial periods during the existence of the F. A. Davis enterprises, Mr. Disston backed them with his fortune, enabling them to continue. Without Mr. Disston, the Davis projects would have been crippled, and without the Davis projects, the development of the city undoubtedly would have been retarded.

Jacob Disston was born in Philadelphia on August 4, 1862, the son of Henry and Mary (Steelman) Disston. The father was the founder of the firm Henry Disston & Sons, Inc., saw manufacturers. The son was educated in the Episcopal Academy of Philadelphia and in the University of Pennsylvania. In 1885 he came to Florida upon the advice of his physician and in response to the urging of his brother, Hamilton Disston, who had purchased from the state four mil-

lion acres of land at twenty-five cents an acre. From Tampa, where the railroad ended, he drove through the woods to Tarpon Springs where a hotel had just been finished by his brother's company.

Mr. Disston met Mr. Davis for the first time during the winter of 1890 and, a few years later, aided him financially in his Tarpon Springs power plant project. When it was learned that the project would not pay in Tarpon Springs, Mr. Disston agreed to its removal to St. Petersburg.

Mr. Disston again assisted Mr. Davis when the trolley line was being projected. He furnished the money to help buy the rails and the line finally was built to Disston City. Mr. Davis had obtained other financial assistance on the strength of an option he held on 3,300 acres of land around Disston City at \$5 an acre. In 1910, officials of the Disston City Land Co., which owned the land, became tired of the delay in the exercise of the option and informed Mr. Davis that if he did not pay at once for the land, the option would be canceled. Mr. Disston loaned him the money needed and the land was deeded to Jacob M. Vodges as trustee. Later, the money was repaid and the land was deeded over to the St. Petersburg Investment Co., the parent Davis company.

The loans made by Mr. Disston to the Davis companies continued to increase during the next few years. Finally they reached the total of \$250,000. Having such a large sum at stake, Mr. Disston requested that Mr. Vodges be made president of the St. Petersburg Investment Co. During Mr. Vodges' administration, Mr. Disston advanced \$100,000 more to build the trolley line from Ninth and Central to Davista, now Pasadena, and later advanced another \$100,000 to build a new electric light plant.

When the Davis companies went into the hands of a receiver, Mr. Disston waited for over two years before foreclosing on his mortgage. At last he was forced to take this action as there did not seem to be any other course to pursue. During the receivership, Mr. Disston advanced \$10,000 so the employees of the company could be paid their wages, in default for eight weeks. His loans to the companies, before and during the receivership, totaled nearly \$700,000.

On April 7, 1919, Mr. Disston and Warren Webster and Horace F. Nixon, of Camden, N. J., members of the bondholders' protective association, bought the trolley line at Clearwater at forced sale for \$165,000. They held mortgages totaling \$250,000. On August 30, of the same year, they sold it to the city of St. Petersburg for \$175,000.

During the great land boom of the mid-twenties, Mr. Disston disposed of practically all his holdings in Pinellas Peninsula. For many years he spent his winters at Belleair. He died there in February, 1938, and was buried in Laurel Hill Cemetery, Philadelphia. He was survived by five daughters and two sons: Lucy D. Gilpin, Effie D. Fraley, Marie D. Andrews, Dorothy D. Nalle, Jacob S. Disston, Jr., Loraine D. Lukens, and Horace C. Disston.

JOHN A. BETHELL

John A. Bethell, one of the pioneer settlers of Pinellas Point, was born in Nassau on July 21, 1834, the son of William C. and Mary Ann (Mott) Bethell. When he was a child the family moved to Key West, Fla., where he attended school. From his boyhood he followed the water for a living, engaging in fishing, wrecking, coasting and piloting. During the Seminole uprising of 1856-57, he served as a mate on the government steamer "Texas Ranger" which plied between Tampa and Fort Myers.

In 1859, after the Seminoles had been conquered, Mr. Bethell came to Pinellas Point to engage in fishing with his brother-in-law, Abel Miranda, who had settled at Big Bayou two years before. When the Miranda home was shelled by Federals in February, 1862, the pioneers went to Tampa. Mr. Bethell joined the Confederate Army, Company K of the Seventh Florida Regiment.

After the war ended, he was married to Sarah C. Haagar, of Tampa, whose mother was a sister of Vincent Leonardi. In 1867, accompanied by Alex Leonardi, son of Vincent, Mr. Bethell returned to Big Bayou and rejoined the Mirandas, who had come back in 1866. Aided by Alex Leonardi, he built a home and then brought his family to the

Point. He pickled mullet for the Havana trade, planted an orange grove, and raised vegetables and cattle.

Later he entered the mercantile business at Pinellas and also became the agent for lumber schooners plying between Big Bayou and Pensacola. For fourteen years he served as postmaster of Pinellas and also was justice of the peace for three years.

In 1914, Mr. Bethell published his "History of Pinellas Peninsula" in which he gave an invaluable record of the early settlers of the lower peninsula.

Mr. Bethell died on April 12, 1915. He was survived by seven children: Clifford O., William C., John A., Jr., Mrs. Mary Ellen Jones, Cora G., Mrs. Alma Geiger, and Mrs. Florence Loader. It is believed that Mary Ellen was the first white child born on the sub-peninsula. She was born January 23, 1873. Cora G. the oldest Bethell child was born in Tampa.

JACOB BAUM

Nine years before the first train arrived in St. Petersburg, Mr. and Mrs. Jacob Baum came here from Pennsylvania, built a home and planted an orange grove.

Mr. Baum was born on a farm in Westmoreland County, Pennsylvania, December 24, 1834. On November 25, 1878, he was married in Kittanning, Pa., to Miss Jeannette Chandler, of Pugwash, Nova Scotia.

Shortly after they were married, Mr. and Mrs. Baum decided to go to Florida to start an orange grove. They were influenced in making their decision by Mrs. Baum's brother, A. B. Chandler, who visited many parts of the state while working on a government coast survey boat. Of all the places he had seen, he liked Pinellas Peninsula the best. Upon his return home, he purchased from the state of Florida forty acres adjoining Mirror Lake, paying ninety cents an acre. Mr. Baum purchased eighty acres at the same price. His land extended from the lake to what is now First avenue south, and from the alley between Sixth and Seventh streets to Fourteenth street.

Upon their arrival in the spring of 1879, Mr. and Mrs. Baum lived in an abandoned log cabin northwest of the lake until their

own home, built from lumber they had brought from Tampa, was completed. They had three neighbors: H. A. Wier, who owned land west of the lake; Mrs. Baum's brother, who had preceded them in coming by a few months, and the Cox family, which owned a grove about a mile south of Booker Creek.

When it became apparent late in 1887 that the Orange Belt Railway would extend its tracks to the Williams property, Baum began selling portions of his tract to persons who wanted to live close to the railroad terminus. One of the first buyers was E. R. Ward, owner of a general store at Pinellas, on Big Bayou. He purchased from Mr. Baum an old building used by pioneer settlers as a meeting place, located at what is now Ninth street and First avenue south. The first post office of St. Petersburg was located in this building with Mr. Ward as postmaster.

Mr. Ward also bought five acres from Mr. Baum and the two joined in making the Ward & Baum plat, recorded April 4, 1888. The railroad reached the edge of the town on April 30 of that year. The Williams-Demens plat of St. Petersburg was not recorded until August. By that time many lots in the Ward & Baum plot had been sold at prices ranging from \$30 to \$60 a lot. From several years the Ninth street section was the main part of town.

Mr. Baum died on October 8, 1894. In 1899, Mrs. Baum sold her old home and purchased two lots on First avenue north between Second and Third streets, paying \$1,200 for the two. Here she built a rooming house of twenty-two rooms. For many years thereafter she provided accommodations for winter visitors. Mr. and Mrs. Baum had one child, Grace C., who was married on June 24, 1900, to Claude S. Pepper, of Rising Sun, Ind., who came to St. Petersburg with his parents in 1891.

CAPT. ZEPHANIAH PHILLIPS

Capt. Zephaniah Phillips, pioneer settler of Long Key, was born in Toronto, Canada on March 2, 1837. When he was two years old the family came to the United States and located in Illinois. He received his

education in the public schools of that state and when fourteen years old began to learn the blacksmith's trade.

At the beginning of the Civil War, he joined the First Cavalry of Illinois at Equality, Ill., and left there for camp on May 1, 1861. He was in the first battle at Lexington, Md., where he was taken prisoner. Later he was released and he re-enlisted and was commissioned as a lieutenant. After the war Captain Phillips started a grocery store in Harrisburg, Ill., where he married Mary E. Pierce. He was the inventor of many patents, one of the most important being the Phillips Burglar Proof time safe.

Captain Phillips came to Florida with his family for his health in 1882, first locating in Waldo. In March 1884 he came to Pinellas Peninsula to install the machinery of George L. King's sawmill. In September of 1884 he homesteaded on Long Key, more commonly known as Pass-a-Grille.

Captain Phillips moved to St. Petersburg with his family to live in 1891. He lived here until he died on January 21 1903. He was survived by his widow and four children: Julia Jennettie, Anna, Clarence E., and Zephaniah, Jr.

On April 19, 1887 Julia Jeanettie was married to T. A. Whitted, a native of Iowa who had come to Florida with his family in 1878. In 1884, Mr. Whitted went to Diston City to take charge of the sawmill of George L. King. When the mill was moved to St. Petersburg in 1888, Mr. Whitted continued to operate it and during the next few years planed and sawed all the lumber used in the first buildings in St. Petersburg. In 1893 he leased the mill from Mr. King and operated it for a year. Later he became associated with A. C. Pheil in the St. Petersburg Novelty Works and was connected with that company for many years thereafter. He served on the town council in 1894-95. He played in St. Petersburg's first orchestra, organized in 1891, and on the first town band.

Mr. and Mrs. Whitted had three sons: Clarence E., George B., and Albert. Albert, born February 14, 1893, was one of the first 250 flyers of the United States Navy having been commissioned a first lieutenant Sep-

tember 25, 1918. After World War I he returned to St. Petersburg to do commercial flying. On August 19, 1923 he was killed while making a flight near Pensacola. He was survived by his widow, Mrs. Francis L. (Brent) Whitted and two children, Catherine Eugene and Francis Louise. St. Petersburg's airport was named the Albert Whitted Municipal Airport in his honor.

DAVID MOFFETT

David Moffett, St. Petersburg's first mayor, was born in Monroe County, Indiana, on April 20, 1842, the son of John and Letitia (Strong) Moffett, both natives of South Carolina. He was reared on his father's farm. During winter months he attended country schools.

In 1879, Mr. Moffett moved to Florida, first locating in Marion County. Not satisfied with the prospects of that section of the state, he came to Pinellas Peninsula late in 1881. He built his home at what is now Ninth street and Moffett avenue. He planted his first grove, containing thirty acres of trees, in the Ninth street ridge section, between Twenty-second and Twenty-sixth avenues. In 1890 he purchased the old Wier grove on the west side of Mirror Lake. A year later he sold his first grove to C. W. Springstead, who, many years later, converted it into the Springhill sub-division.

Heading an anti-saloon ticket, Mr. Moffett was elected first mayor of St. Petersburg, in 1892. He ran against General J. C. Williams who was the leader of what was known as the Open Saloon faction. In 1896 and 1897 he served on the town council. He also was supervisor of schools for a number of years.

Mr. Moffett was twice married: In 1868 to Mattie L. Strong, of Tennessee, who died in May, 1889, and in September, 1890, to Janie Mitchell, of Alabama. He had four children: Fay, wife of W. J. McPherson; Reese, Pearl and Wade. Mr. Moffett died on January 25, 1921.

HORACE WILLIAMS

Horace Williams was born in Pinellas Peninsula February 9, 1884, the son of J. C. Williams, Jr., and Nettie (Cox) Williams.

J. C. Williams, Jr., was a son of General J. C. Williams and came to the peninsula first with his father in 1879, nine years before the founding of St. Petersburg. He was a member of the first town council and was prominently identified with the town for many years.

Horace Williams attended the St. Petersburg public schools and the University of Florida. Upon leaving college he started working for the Crystal Ice Works, then owned by his father. He continued in the ice business throughout his life except for a period of twenty-one months during World War I when he served as captain in the army. On May 1, 1907, he was married to Ida Louise Weller, the daughter of A. P. and Isabelle Weller, the former the first manager of the St. Petersburg Electric Light Company.

Mr. Williams was a member of the American Legion, 40et8, B.P.O.E., the St. Petersburg Yacht Club, and the Kiwanis Club, as well as other organizations. Throughout his lifetime he participated actively in numerous civic activities. At the time of his death, on April 28, 1943, he was president of the Williams-Beers Ice Co., which he founded in 1920. He was survived by his widow and one son, Horace Williams, Jr.

H. W. GILBART

Harold William Gilbert was born at 31 Carlton Hill, St. Johns Wood, London, S. W. on February 4, 1865, the son of Frederick Hughes and Mary Ann (Robinson) Gilbert. He was educated in a private school in Wandsworth, Surrey, and at St. Mark's College, in Middlesex, from which he was graduated in 1882. After leaving college he was tutored by George Whiffen, trustee for his mother's estate, who wanted him to become a chartered accountant.

Mr. Gilbert had no liking for accounting or clerical work and after receiving his diploma in 1883, he decided to go to the United States. After a year spent in Philadelphia, he came to Pinellas Peninsula arriving here November 5, 1884. By chance, he went to the home of W. J. Godden. To his surprise, he learned that he and Mr. Godden had been reared within three miles of each other and that Mr. Godden had had an office

in the same building where he had learned to be a chartered accountant. The two men became close friends and lived together for many years.

Mr. Gilbert got his first job from William B. Mirandi, agent for the Disston interests. (See Index: Disston City.) During the years which followed he engaged in citrus fruit and pineapple culture. His home on Tangerine avenue became one of the show places of the peninsula. He invested heavily in real estate.

Mr. Gilbert was a silent partner in many commercial enterprises in St. Petersburg and served for years as president of the West Coast Title Company. He was one of the first members of the St. Petersburg lodge of the Woodmen of the World and was a member of the St. Petersburg Yacht Club. He was one of the founders of St. Bartholomew's Church and later became a member of St. Peter's Church.

On May 15, 1895 Mr. Gilbert was married to Emma L. Andrews, daughter of Milo and Emily Ann (Pengilly) Andrews of Owen Sound, Ontario, Canada. The marriage ceremonies were performed by the Rev. G. W. Southwell in St. Bartholomew's Church, the oldest church on Pinellas Point. Mr. and Mrs. Gilbert had five children, all boys: Oscar William, Russell Hughes, Kenneth, Gordon Craig and Dudley Spencer. Mr. Gilbert died January 2, 1926.

ED. T. LEWIS

Edson T. Lewis was born in New Milford, Pa., January 19, 1872, the son of Fred W. and Alice (Denison) Lewis. He attended the public schools of Oswego, N. Y., until the family moved to St. Petersburg on March 7, 1888, before the Orange Belt Railway was completed. His father built the first home to be erected within the town limits on an acre of land purchased from Jacob Baum, near Ninth and Central, for \$50.

In the fall of 1888, Ed. T. Lewis became a clerk in the general store at Central avenue and Second street owned by J. C. Williams, Jr. At that time there was nothing in that section of the town except the depot, the Detroit Hotel, the Orange Belt Investment Company's office building, and a few ramshackle shacks. The Ninth street section was the main part of town.

Mr. Lewis left the Williams store in 1892 and took charge of a soft drinks store he had established a year before in partnership with Edward Durant. Two years later he purchased a lot on the northeast corner of Central and Third while the swale across the avenue at that point was being filled in. Soon afterward he built a large two-story building on the corner. On the lower floor he opened a general store, establishing the firm of Ed. T. Lewis. It became the leading store of the town.

During the late '90s, Mr. Lewis acted as banker for many residents and tourists. Deposits made with him totaled at times as much as \$160,000 and he had accounts with banks in Tampa, New York, and Des Moines, Ia. Later, in 1904, he helped to establish the Central National Bank. During the years which followed, Mr. Lewis' business connections increased constantly and he became one of city's largest property owners.

Mr. Lewis was one of the leaders in the movement to establish brick as the standard paving material for St. Petersburg. Many persons contended the city should use marl because it was cheaper. A member of the city council at that time, Mr. Lewis insisted upon the brick which was used on Central avenue. To appease the brick opponents, marl was used on Fourth street south. When first laid, it seemed to make a perfect pavement, being smooth and resilient; the marl advocates were jubilant—but not for long. A hard rain came and most of the marl was washed out into the bay. Thereafter, only brick was used on downtown streets.

Mr. Lewis was one of the leaders in the movement for the municipal ownership and development of the waterfront and his interest in it never slackened. He also was an advocate for the public ownership of public utilities and aided in the establishment of the municipal gas plant, street railway system, and power plant. While a member of the city council he introduced the ordinance to widen Central avenue from Sixth to Ninth and was appointed by the council to make settlements with the property owners.

For many years, Mr. Lewis was a member of the Chamber of Commerce and for twelve years served as chairman of the lighting committee. He was a member of the Masonic lodge and B.P.O.E., the Lakewood Country

Club, Tarpon Club, Yacht Club, and Art Club. He was affiliated with the Congregational Church.

On November 29, 1894, Mr. Lewis was married to Nellie Demarest in Englewood, N. J. Mr. and Mrs. Lewis had one son, Leon D. Lewis.

Mr. Lewis died December 1, 1940. Mrs. Lewis died November 19, 1947.

EDWIN H. TOMLINSON

For many years, when St. Petersburg was young, the city had a patron saint who could always be depended upon to lend a helping hand in worthy undertakings. To aid children and suffering humanity, he spent a fortune. He was truly a friend of everyone. His name was Edwin H. Tomlinson.

Mr. Tomlinson was born in 1844 in Nesqueam-tucket, Conn., the son of Peter and Augusta (Hyde) Tomlinson. He was educated in the public schools of Connecticut and at the age of eighteen became a bank clerk at a salary of four dollars a month. During the 1860s he worked in the oil fields of Pennsylvania. In 1868 he went to Aiken, S.C., where he and two other men built the first tourist hotel in the South.

From South Carolina Mr. Tomlinson went to Santo Domingo where he became part owner and operator of a large sugar plantation. While there he served for three years as United States consular agent at the port of San Pedro de Macoris.

From 1874 to 1897 Mr. Tomlinson was interested in mining in the Rocky Mountains and was an official of mining companies in the United States, British Columbia and Alaska. He also had an active interest in mines in many other parts of the world. He first visited St. Petersburg in 1891 and liked this section of Florida so well that he returned every winter for many years.

Mr. Tomlinson built the first manual training building in the city and turned it over, fully equipped, so that St. Petersburg boys and girls could be taught manual training, domestic science, military tactics, and gymnastics. He also built the manual training annex at Fourth street south and the railroad, the largest building erected in St. Petersburg up to that time. The city later



EDWIN H. TOMLINSON

purchased the building for use as a city hall—it is now the headquarters of the Chamber of Commerce.

Mr. Tomlinson fully equipped a student's orchestra and a cadet corps and was the chief sponsor of the Washington's birthday celebrations held in the city for many years. He paid all the expenses of building St. Peter's Episcopal Church and the rectory, and turned them over to the parish free of all encumbrances. He also paid for the organ in the church.

Mr. Tomlinson donated generously to the hospitals of St. Petersburg, to the Y.W.C.A., to the American Legion, and Boy Scouts. In short, no worth-while public institution in the city went without his financial aid. And he declared many times that he was repaid a thousandfold for his contributions because of "the fun he got out of it."

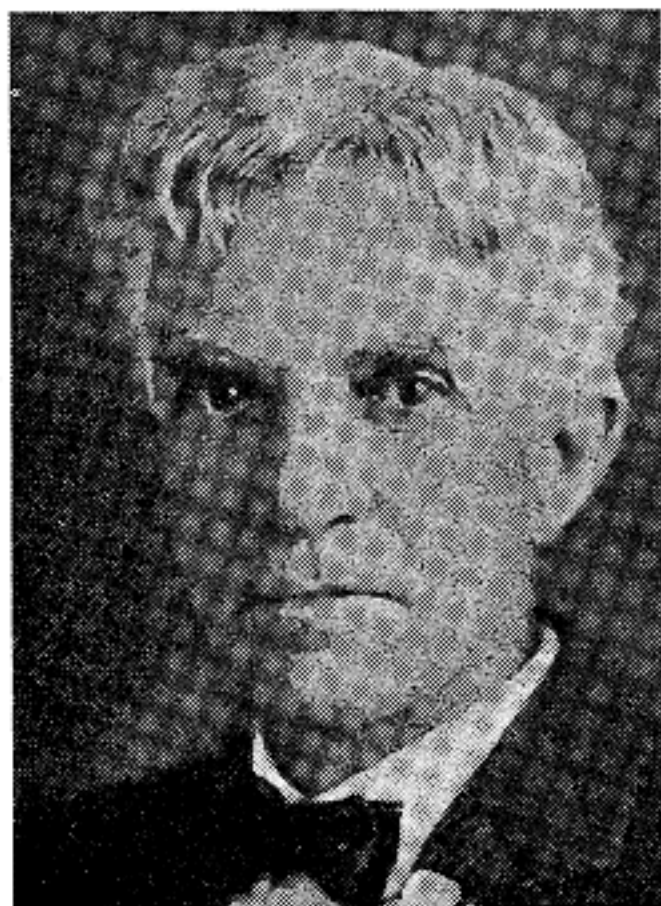
While on a trip to Italy in 1898, Mr. Tomlinson met Guglielmo Marconi, inventor of wireless telegraphy. The two men became friends and when Marconi said he would like to conduct wireless experiments somewhere in Florida to test communicating with

Central and South American cities, Mr. Tomlinson said he would erect the necessary towers. Early in 1900 he built a home at Fourth street and Second avenue south with a 137-foot tower. He also erected another tower at Pass-a-Grille. But Marconi conducted his experiments elsewhere. Lightning struck the Fourth street tower on July 16, 1901, and most of it had to be torn down. The tower at Pass-a-Grille stood for many years. Joseph C. Sibley later purchased the Tomlinson home.

Mr. Tomlinson also built the Fountain of Youth pier and drilled the artesian well still known as the Fountain of Youth. For many years a cottage stood at the end of the pier where Mr. Tomlinson and his father spent much of their leisure time.

In 1924, he was awarded the Smitz silver cup for outstanding service to the city and in May, 1935, the vocational school was named in his honor.

Mr. Tomlinson died in Tampa, December 6, 1938. He was buried in St. Petersburg with military honors by the American Legion.



ROY S. HANNA

ROY S. HANNA

Roy S. Hanna was born in Rochester, Ind., June 10, 1861, the son of Joseph and Philora (True) Hanna. The father was the owner of the famous Hanna Woolen Mills, of Rochester, Ind., Kankakee City, Ill., and Marysville, Tenn. The last mill, opened in 1874, was the first woolen mill in the South.

Roy Hanna was educated in the public schools of Kankakee and Marysville College, in Marysville, from which he was graduated in 1882. After leaving college, he taught school for two years in Williamsport, Ind., and then went into the law office of General Robert N. Hood, in Knoxville, Tenn. In 1886, Mr. Hanna found it necessary to go to Florida because of poor health. He located at Punta Gorda where he published a newspaper known as the Punta Gorda and Charlotte Harbor Herald. While in Punta Gorda he continued his study of law and in 1888 he was admitted to the Florida bar.

In the fall of 1891, Mr. Hanna left Punta Gorda and came to St. Petersburg. A short time later he was appointed deputy collector and inspector of the Port of St. Petersburg. He held that office until 1900 when he resigned to become postmaster, succeeding W. A. Sloan. Mr. Hanna served as postmaster from 1900 to 1916 and again from 1923 to 1932. He is credited with having made it possible for St. Petersburg to get an open air post office so that people could get their mail day or night. (See Index—Post Office.)

In 1895, Mr. Hanna bought the south half-mile of Long Key, where Pass-a-Grille is now located, from Dr. G. P. Gehring who had acquired it from Capt. Zephaniah Phillips. (See Index—Pass-a-Grille.)

Mr. Hanna has taken an active interest in all civic affairs ever since coming to St. Petersburg. For sixteen years he fought with a few other waterfront boosters to secure the waterfront for St. Petersburg. He helped in the establishment of the first schools and was one of the organizers and supporters of the Board of Trade. With others, he purchased property so that the Tampa & Gulf Coast Railroad could come into the city. He was a director of the Bayboro Company, the St. Petersburg & Gulf Electric Railway and the St. Peters-

burg Transportation Company which operated steamers between St. Petersburg and Tampa. Mr. Hanna was also one of the organizers of the Central National Bank and served as its vice president for many years.

Mr. Hanna was appointed chairman of the Park Board immediately after it was organized and served for six years. During that period Mirror Lake was beautified, the low lands along the edges being filled in and the center dredged out. Through his efforts, Round Lake was saved for the city although many persons wanted to fill it in. Mr. Hanna, with the assistance of Mrs. Katherine B. Tippetts, during this period prepared labels for hundreds of trees in the city, giving their scientific names.

In 1902, Mr. Hanna learned that the government wanted Bird Key, of which he was the owner, as a bird reservation. After correspondence with President Theodore Roosevelt, he turned over all his rights to the island.

Mr. Hanna was married on September 4, 1905 to Miss Jennie Ridgeley, of Chicago.

Mr. Hanna is a member of the St. Petersburg Rotary Club and Elks Lodge.

ABRAM C. PHEIL

Abram C. Pheil was born in Williamson, Pa., on February 12, 1867, the son of Daniel and Milly Pheil. He was educated in Williamson and in 1884 came to Florida, locating in Citrus County. In 1894, he heard of the opportunities of the West Coast and came to St. Petersburg. He arrived with little money but with a determination to succeed. He secured a job in the sawmill of George L. King and worked for a dollar a day.

Small as his wages were at the beginning, Mr. Pheil managed to save a little and buy a few lots, mostly on credit. He built houses on the lots and succeeded in selling them at a profit. Before many years passed he purchased the sawmill and, shortly after, he plunged, buying the St. Petersburg Novelty Works on credit. He never missed a payment and thirteen years later he sold for \$40,000.

Before Central avenue was paved with pebble phosphate in 1897, Mr. Pheil took



ABRAM C. PHEIL

it upon himself to start improvements. He hauled sawdust from his mill and distributed it over the deep sand, filling the ruts. The famous "sawdust trail" was the result. It extended from Seventh street to the waterfront. Mr. Pheil helped to organize the first brass band in St. Petersburg and he played a tuba in it for a number of years.

Mr. Pheil took an active interest in city government and was an ardent advocate of municipal ownership of all public utilities. He was elected to the city council in 1904 and was re-elected for another two-year term in 1906. During his second term he led the fight to widen and straighten Central avenue between Sixth and Ninth streets. He was elected mayor in 1912 and served until August, 1913, when commissioners took office under a new charter. While mayor, he fought for a city-owned gas plant and finally succeeded in swinging public opinion to his side.

To support the St. Petersburg-Tampa Airboat Line, the first commercial airboat line in the United States, Mr. Pheil paid \$400 on January 1, 1913, to be the passenger on the first trip to Tampa.

Mr. Pheil set a new record for real estate transactions in 1904 when he paid \$2,250 for a lot on Central avenue between Fourth and Fifth streets with a frontage of sixty-seven feet. Many said he was throwing away his money by paying such an "outlandish" price. Soon afterward he erected a three-story brick building on the site, the first in St. Petersburg.

In 1915, Mr. Pheil, with characteristic vision began the construction of an eleven-story office building near the first building. He carried on the work on his own resources, paying for each lot of materials as he received it. Work was delayed by World War I and after the war by record high prices of building materials. Shortly before Mr. Pheil's death he expressed the wish that he could live long enough to see the building completed but the wish was not granted. He died on November 1, 1922, after a lingering illness. All the city mourned his death, particularly those he had helped by his many kind deeds. City offices and many business houses were closed in his honor.

Mr. Pheil was survived by his widow, the former Miss Lottie Close, of Baltimore, Md., whom he married on December 8, 1896, and by four children Abram L., Bertha, Harvey and Clarence.

The Pheil building, which stands as a monument to Mr. Pheil, was completed during the winter of 1923-24. The Pheil Hotel, located in the building, is now being operated by Mr. Pheil's sons.

Abram L. Pheil, born December 5, 1898, was married on December 16, 1928, to Helen Bourquin, of Union City, O. They have two children: Barbara Jean, born October 8, 1929, and Abram Frances, born July 5, 1933. Bertha Pheil, born December 13, 1900, was married on October 21, 1925, to Walter Pearson Bobbitt. They have a son, Walter Pearson, Jr., born April 7, 1928. Harvey Pheil, born March 27, 1906, was married to Winfred Walker, August 18, 1936. They have twin children, William Walker and Betsy Ann, born August 3, 1941. Clarence Pheil, born July 25, 1908, was married to Eleanor Pilkington, December 31, 1932. They have three sons: Thomas

William, born April 1, 1937; Frederick Peter, born January 1, 1941, and Clarence David, born December 4, 1946.

MAY ALLISON RISLEY

Mrs. May Allison Risley was born in Americus, Ga., March 9, 1881, the daughter of Henry Grimes and Annie (Hardin) Oliver.

In 1894, when May Belle Oliver was fourteen years of age, her mother died, and her father sent her to St. Petersburg to live with her grandmother, Elizabeth Barksdale, and her aunt, Mrs. L. B. Cooper.

The Barksdale family had left Georgia about 1870 and settled first in Jasper, Fla., and then in Tampa. In 1888, after the death of three members of the Barksdale family from yellow fever, Mrs. Barksdale and the remaining members of her family embarked in a small boat and rowed across Tampa Bay to St. Petersburg and lived with her daughter, Mrs. Cooper.

To their home, May Belle Oliver came. She finished her schooling in St. Petersburg and in 1898 met and married William Elmore Allison, a contractor and builder, who had come to St. Petersburg from Leesburg, Ga., in 1895. During the thirty-five years in which Mr. Allison was engaged in the construction business here he built many residential and commercial structures, including the American Bank building and the Allison Hotel. He retired in 1930 and died in 1934.

Mr. and Mrs. Allison had three children. The eldest, Elmore William Allison, was born March 31, 1899. Until his death in 1945, he assisted in the management of the Allison hotels. He was a 32nd degree Mason, a Shriner, and served during World War II in the Maritime Service, from which he was discharged with the rank of ensign. His elder son, William Allison, was educated in St. Petersburg public schools, was graduated from Cornell University Hotel Training School, and is now at Stetson University Law College. During World War II he was with the Medical Department overseas. A daughter, Carolyn Blanche Allison, after completing her public school education, took a course in business education at Asheville, N. C., and later entered a school of interior decorating in New York City.

Mrs. Risley's second son, Charles Edward Allison, was born October 10, 1905. He was educated in the public schools of St. Petersburg and attended Washington and Lee University in Virginia. Upon graduation he took over management of two of the Allison hotels, the Manatee River Hotel at Bradenton, where he makes his winter home, and the Thorwald Hotel at Gloucester, Mass. The Charles Allisons have three children, Charles Junior, Paul Dudley, and Charlene, all in school in Bradenton.

A daughter, May Belle Allison, was born to the elder Allisons December 15, 1901. She died April 23, 1903.

Through the years Mrs. May Allison Risley has become known as one of Florida's famous daughters. Not content to sit idly by and watch the town grow from a tiny hamlet of less than 300 souls to a city of 100,000, Mrs. Risley took a genuine interest and important part in such progressive societies as the Women's Town Improvement Association and St. Petersburg Woman's Club.

She has served at various times as the treasurer (1923-1925) of St. Petersburg chapter, Daughters of the American Revolution, in 1925 and 1926 as Regent of that chapter; as state historian and chaplain of Daughters of American Colonists; as state registrar of the Society of Veterans' Daughters of 1812; as state librarian of the Colonial Dames; as state Registrar of Children of the Confederacy; as associate conductress, conductress and Electa, Order of Eastern Star, and has filled every office in the Pythian Sisters.

She is a member of United Daughters of the Confederacy, a life member of Interlock Club, a member of the Auxiliary to T. M. Tate Post 29, Veterans of Foreign Wars, Rebekah lodge, Auxiliary to the Hotel Greeters of America, American Women's Association of New York City, and has served in many capacities during state and annual reunions and conventions of Confederate Organizations. She is an honorary member of Zollicoffer camp, United Confederate Veterans of St. Petersburg. She maintains a membership in the Chamber of Commerce and is a member of the Presbyterian Church.

In 1935 Mrs. Allison was married to Edwin Chester Risley of Hartford, Conn. Mr.



MAY ALLISON RISLEY

Risley is a Mason, a member of Kiwanis Club and Knights of Pythias. He has served two terms as city councilman in St. Petersburg.

CAPT. J. F. CHASE

Capt. John F. Chase was born at Chelsea, Me., in 1842 and received his early education in the Massachusetts public schools.

At the outbreak of the Civil War, he enlisted in the Third Maine Regiment and later became cannoneer of the Fifth Maine Battery. He served with distinction during his war service and was seriously wounded in the Battle of Gettysburg. After the war he went to Augusta, Me., where he invented a number of articles which later became widely used.

In 1895 he came to St. Petersburg. He aided in the establishment of a G.A.R. post and in 1905 became the founder of Veteran City (q. v.) He also was one of the organizers of the New England tourist society. He died on Nov. 27, 1914. His widow, the former Miss Maria Merrill, of Freeport, Me., died in August, 1921.

Three daughters of Captain and Mrs. Chase became prominently identified with St. Petersburg affairs. In 1905 Miss Beulah Chase opened a small remnant store on Central avenue. In 1907 Miss Lena Chase joined her sister and the firm became known as B. & L. Chase. The enterprise continued to prosper and in 1909, after E. B. Willson joined the firm, it was incorporated as the Willson-Chase Co. which became the leading department store of the city.

Mrs. Maud Chase Aikin was for many years connected with the St. Petersburg schools and became the owner and principal of the Aikin Open Air School, one of the first private educational institutions in St. Petersburg.

PAUL A. HOXIE

Paul A. Hoxie was born in New London, Wis., May 31, 1887, the son of Albert E. and Augusta (Schabel) Hoxie. His father was a native of New York and his mother of Wisconsin.

His grandfather, John C. Hoxie, a retired lumberman, came to St. Petersburg in 1890



PAUL A. HOXIE

and built a home on the southwest corner of Second street and Third avenue north. He served on the town council four years, during 1893, 1894 and 1895 and again during 1903 when St. Petersburg was incorporated as a city. He died in 1903 at the age of 77.

Albert E. Hoxie came to St. Petersburg with his family in 1895 and went into the citrus business. He bought a ten-acre grove on Ninth street north and later bought sixty acres adjoining which he planted in trees. On December 15, 1906, he joined with C. Perry Snell and J. C. Hamlett in buying all the remaining holdings of the Orange Belt Investment Co. including the Detroit Hotel and many town lots. Later he acquired other properties and for many years made general investments. He died in 1931 at the age of 81.

Paul A. Hoxie attended public schools in Wisconsin and, after his family came to St. Petersburg, finished his schooling here, being graduated from high school in 1904. He then started working as a bookkeeper for the Exchange National Bank, in Tampa. But he did not like indoor work and in 1909 he quit to take up railroading. He worked as a flagman for the Atlantic Coast Line for a year and a half and then became a conductor. During World War I he served a year with the railroad engineers and was stationed in France about nine months. After the war, he returned to the Coast Line. He resigned in 1922 to manage the family's financial affairs, taking his father's place on the board of directors of the First Savings & Trust Company and the Exchange National Bank, both of Tampa. He still holds these positions.

Mr. Hoxie served as receiver of the First Security Bank when it closed in 1930 and, when the bank was reorganized and reopened, he was named first vice-president and served for several years.

He is a past commander of the American Legion Post No. 14, is a member of St. Petersburg Lodge No. 139 F. & A.M., and is a Shriner, Egypt Temple, Tampa. He is also a member of the Elks Lodge.

On September 30, 1909, Mr. Hoxie was married to Laura Edith Vohs, daughter of Fred and Louise (Schlitz) Vohs, of New London, Wis., pioneer settlers of Northern Wisconsin. Mr. and Mrs. Hoxie have a daughter, Augusta Louise, born July 1,

1912, who was graduated from St. Petersburg High School and Stetson University and is now the wife of William C. Kaleel. Mr. and Mrs. Kaleel have two sons: William C., Jr., born August 18, 1934, and Paul A., born October 29, 1945.

Mrs. Hoxie served as the first president of the American Legion Auxiliary and has been an active member of the Woman's Club, the Women of the Chamber of Commerce, Order of Eastern Star, American Red Cross, Crippled Children's Hospital, and many other organizations.

LEON D. LEWIS

Leon D. Lewis was born in St. Petersburg July 23, 1896, the son of Ed. T. and Nellie (Demarest) Lewis. He attended St. Petersburg public schools and was graduated from Rollins College in 1917 with an A.B. degree.

Soon after leaving college, Mr. Lewis enlisted in the Navy and served a year and a half during World War I, being stationed at Hampton Roads Naval Base and also being assigned for a time to convoy duty.

After the war ended, Mr. Lewis returned to St. Petersburg and entered the ice business. Within a few years he established the Citizens Ice & Cold Storage Co. and the Pinellas Ice & Cold Storage Co., becoming vice-president and general manager of both concerns. By 1925, the companies owned twelve ice plants in the county, five in St. Petersburg, two in Clearwater, two in Tarpon Springs, and separate plants in Largo and Dunedin. In 1926 he sold the plants for \$3,000,000 cash to the National Public Service Co., the parent company of the A. E. Fitkin interests.

Mr. Lewis has taken an active part in civic affairs for many years. He was a member of the special committee, appointed by the mayor, which in 1939 recommended the purchase by the city of the water supply system then owned by the Pinellas Water Company. The water was being supplied from the Cosme-Odesa region and the city's purchase of the system assured St. Petersburg of a practically inexhaustible supply of water of the finest quality.

Mr. Lewis has served continuously on the St. Petersburg Port Authority since it was created by the city council in 1938 and in

1947 was chairman. (See Index: Port Authority.)

He is a member and past commodore of the St. Petersburg Yacht Club, and a member of the Lakewood Country Club, Propeller Club, Bath Club, American Legion, and Chamber of Commerce.

On November 29, 1920, Mr. Lewis was married to Miss Eva Endicott.

EDGAR HARRISON

Edgar Harrison, twice mayor of St. Petersburg, was born in Morgantown, W. Va., on April 7, 1829. In 1840, the family moved to Iowa City, Ia., then just a small hamlet. The family lived there many years and Edgar Harrison, when he grew up, served as sheriff of the county and held other official positions.

In 1857, Mr. Harrison was married to Eliza M. Patton, of Uniontown, Pa., whose people also were pioneers of Union City.

In 1870, the family moved to Paola, Kan., and five years later came to Florida, settling in Paola, named by them in honor of their former home. Mr. Harrison invested much of his money in orange groves and, with his sons, started a general merchandise store under the name of Harrison & Sons. He also conducted the post office.

The freeze of 1894-95 completely destroyed the groves and ruined the business of the store. Mr. Harrison's capital was wiped out. The family then moved to St. Petersburg.

Mr. Harrison took an active part in St. Petersburg politics for many years. He was elected mayor in 1899 and again in 1901 and was a factor in elections for many years later. He was one of the men who signed notes in 1899 to permit construction of the town's first water works after a bond issue for that purpose had been attacked in the courts. On May 19, 1899, he signed the famous ordinance which banned wandering cows from St. Petersburg.

Mrs. Harrison died in 1907 and Mr. Harrison in 1924, at the age of 96.

Mr. and Mrs. Harrison had two sons, J. Frank Harrison, born July 31, 1859, and Edgar Patton Harrison, born December 29, 1860.

Upon coming to St. Petersburg, the two sons bought the stock of the general store owned by W. A. Sloan and started in business in a small building on the southeast corner of Central and Third. Their concern was destined to become the largest and best known business establishment in St. Petersburg. It was known first as the St. Petersburg Cash Store then successively as the Harrison Brothers Store, St. Petersburg Hardware, Harrison Hardware & Furniture Co., Harrison-Powell Co., and finally as the Harrison Department Store.

The first four-story brick building in town was erected by the concern in 1906 at which time a large warehouse was erected south of the railroad tracks. Later many additions were made to handle an ever-increasing volume of business. The establishment was sold to Maas Brothers, of Tampa, in 1945.

Both Edgar Patton Harrison and J. Frank Harrison were active in civic affairs. They helped particularly in developing the Board of Trade into a live organization which helped greatly in promoting the interests of the city. They also were active in the Presbyterian Church and in fraternal orders of which they were members. Edgar Patton Harrison was for twelve years a member of the St. Petersburg School Board.

In 1878, J. Frank Harrison was married to Matti H. Johnson, of Jacksonville, Fla. They had an adopted daughter, Margaret.

On August 15, 1894, Edgar Patton Harrison was married to Ada M. Shepherd, of Wellsburg, W. Va. They had two sons, J. Edgar Harrison and C. Frank Harrison.

Edgar Patton Harrison died in St. Petersburg September 12, 1941, and J. Frank Harrison died on February 6, 1944.

A. F. BARTLETT

A. F. Bartlett was born in Southampton, Mass., March 5, 1853, a son of Samuel C. and Rhoda (Searles) Bartlett, who also were natives of Massachusetts. The Bartlett family settled in New England in Colonial days and Josiah Bartlett was one of the signers of the Declaration of Independence.

Mr. Bartlett was educated in the public schools of Massachusetts, the Phillips Academy at Andover, Mass., Yale University,

and Oberlin College, Ohio, from which he was graduated in 1882. For two years he was in charge of a boarding school known as Stanford Seminary in New York and after being graduated from Oberlin was appointed superintendent of schools of Yankton, S. D., where he remained until 1887. He then became a professor of mathematics and sciences at Yankton College. In 1900 he returned to Oberlin to teach in the preparatory department. He remained there two years and then spent the next two years studying educational systems in various cities. Later he took charge of the public schools at Lake Geneva, Wis.

Mr. Bartlett visited Florida for the first time during the summer of 1896, coming on a summer excursion which cost him \$38 for the round trip. While in Tampa he heard about St. Petersburg and decided to see what the place looked like. Two days later he bought an orange grove with about forty acres of land on Ninth street north, owned by George R. Jackson. He paid about \$5,000 for the property. Two years later the Bartletts returned to St. Petersburg to make it their permanent home.

Although Mr. Bartlett never actively engaged in teaching in Florida he retained his interest in schools. He served eight years on the St. Petersburg school board and three years on the county school board. He aided in starting the first kindergarten in the city.

He was one of the organizers of the Board of Trade and, when the Chamber of Commerce was incorporated, served as its first president. Later he served for many years as a member of the board of directors and was chairman of many committees.

Mr. Bartlett took a leading part in the development of the waterfront and was one of the men who acquired key waterfront lots and held them in trust until the city could take them over. He also was one of the men who bought land needed by the Tampa & Gulf Coast Railroad so that it could enter the city. He was one of the organizers of the Central National Bank and was its first vice-president. He helped to organize different organizations for the protection and culture of orange groves and was made a life member of the State Horticulture Society.

Bartlett Park (q.v.) was named in his honor.

Mr. Bartlett was married to Miss Alice A. Ford, of New Haven, Conn., in 1876. They had three children: Ralph, Irene, and Ruth.

Mr. Bartlett died February 17, 1945. He was survived by his widow, two daughters, Mrs. Irene Park, Washington, D. C. and Mrs. Ruth Barnes, St. Petersburg, and six grandchildren, Margaret Park, Mrs. Frances Park Walker, John Bartlett Park, Ruth Park, H. C. Barnes and Bartlett Barnes.

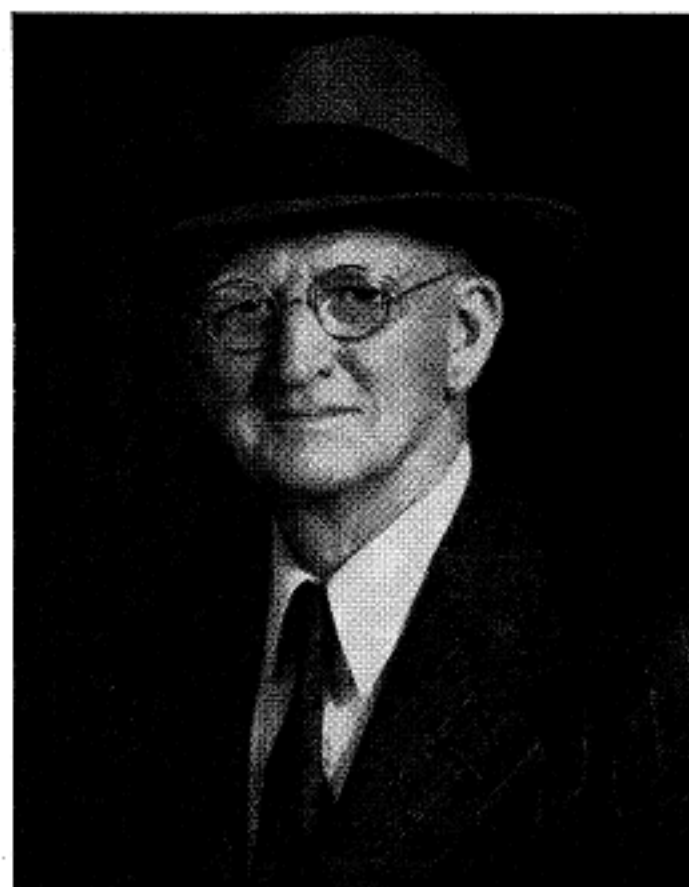
WM. A. HOLSHOUSER

William Alexander Holshouser was born in Paris, Tenn., February 6, 1873, the son of William S. and Cynthia Ann Roberta (Dickensen) Holshouser, the former a native of South Carolina and the latter of Alabama. The family came to Florida January 1, 1883, and settled in Orlando.

W. A. Holshouser was educated in the public schools of Orlando and studied one year at Rollins College. While a youth he started in the drug business. In October, 1896, he came to St. Petersburg to take over the management of a drug store. Soon afterward he opened a drug store of his own, on the southeast corner of Central and Fourth. During the next two decades, he moved his store several times to larger quarters to take care of his expanding trade. In 1920 he entered the real estate business, in which he is still engaged.

Mr. Holshouser was treasurer of the city of St. Petersburg for two years and secretary of the local school board for three years. While a member of the school board he had active charge of the erection of the three ward schools and the Negro school at Tenth street and Third avenue south. In 1928, he was appointed by Mayor John N. Brown to serve on a special committee which studied the city's water supply for nearly a year and finally recommended the Cosme-Odesa region as the best source for the city's water supply.

He was one of the twelve original members of the Chamber of Commerce, organized in 1898 with Col. L. Y. Jenness as president. While a director of the organization,



WM. A. HOLSHOUSER

in 1902, the Chamber ordered the first booklets to advertise the city. He served as president of the Chamber in 1903.

Mr. Holshouser is a past grand patriarch of the Independent Order of Odd Fellows and was grand treasurer of the order for four years. He is a life member of the St. Petersburg Lodge No. 139 Masons and the Consistory and Egypt Temple of Tampa.

On April 15, 1897, Mr. Holshouser was married to Miss Catora Reynolds, daughter of William H. and Catora (Giles) Reynolds, of Fort Dodge, Iowa. Mr. and Mrs. Holshouser have a daughter, Elizabeth, a graduate of Stetson University. She was married in 1924 to William Earl Dietz, of Pittsburgh, Pa. Mr. and Mrs. Dietz have four sons: William Earl, Jr., born May 19, 1926; George Albert, born September 7, 1928; David Peter, born August 19, 1930, and Jon Holshouser, born February 22, 1934.

Mrs. Holshouser was co-manager of the Holshouser drug store for eleven years and is now a member of the Holshouser Realty Co. She was one of the founders and charter

members of Eureka Chapter, O.E.S., and Golden Rod Rebekah Lodge. She was also one of the founders of the W.T.I.A. and while chairman of the building committee had charge of the erection of the W.T.I.A. building, now occupied by the Y.W.C.A.

OSCAR W. GILBART

Oscar William Gilbert was born in St. Petersburg November 16, 1896 the son of Harold W. and Emma (Andrews) Gilbert. He was educated in St. Petersburg public school and was graduated from high school in 1916. He attended the University of Michigan for one year and then left college to enter the military service in World War I. He served fourteen months in the field artillery, becoming a second lieutenant.

After being discharged from the army he went to work for the West Coast Title company, starting as an office boy. He worked his way up and became manager of the concern in 1925 and president in January 1938. He has served as president of the company ever since.



OSCAR W. GILBART

Mr. Gilbert served as a member of the board of governors of the Chamber of Commerce for 12 years, was a member of the Chamber's advertising committee for ten years, and was president of the organization in 1937. He has been a member of the Rotary Club since 1935 and was its president in 1942-43. He was a member of the board of directors of the Y.M.C.A. for many years and was on the board when the present Y.M. building was erected in 1926. He assisted in organizing the Executives' Club in 1940 and was its president for three years. He was general chairman of the Community Chest in 1944.

During World War II he served on the Selective Service Board from October, 1940, until April, 1947.

On October 5, 1921, Mr. Gilbert was married to Finnette Williams, of Dayton, Ky. Mr. and Mrs. Gilbert have three daughters: Finnette, born December 30, 1924; Miriam Adele, born December 15, 1926, and Joanne Louise, born December 24, 1930. Finette, is a graduate of Miami University, Oxford, Ohio. In 1947, Miriam Adele was a senior at Miami University and Joanne Louise was a senior at St. Petersburg High School.

GEORGE EDWARDS

George Edwards was born in North Wales on June 8, 1853, the son of Edward and Mary (Morris) Edwards. His family came to this country in 1859 and settled in Vermont. When a child, his parents died and he went to live with friends. He was educated in the public schools and at Worchester Academy, in Worchester, Mass. During vacations, he learned the painter's trade. He was married on Nov. 27, 1876, to Abbie J. Reed, of Sharon, N. H.

In 1882, Mrs. Edwards became ill and her physician advised her to live in a milder climate. The family came to Florida, located first at Tangerine, Orange County, and eight months later homesteaded in Hernando County, near Mannfield. The freeze of 1894-95 impoverished that section and in 1897, the Edwards moved to St. Petersburg. For his orange grove and land, valued at more than \$3,000, Mr. Edwards received only \$300.

Deciding to go into business here, Mr. Edwards purchased a lot on Central avenue, where the Phiel Theatre is now located, from the St. Petersburg Land & Investment Co. for \$450. He was required to pay only \$50 down—the balance when he could pay it. At the same time he bought five acres on Ninth avenue north, just west of Ninth street, for \$375, paying \$15 down.

On his Central avenue lot, Mr. Edwards built a two-story building with a carriage and blacksmith shop below and living rooms above. He remained in business there for ten years when his health broke down and he was required to sell out. He built a home on his Ninth avenue land, moved there, and rented out his store to a grocery company. Later he engaged in buying and selling properties.

Mr. Edwards was a member of the town council from 1898 to 1902. In 1903 he was elected mayor and it was during his administration that St. Petersburg became a city. He also served two terms on the school board and three terms as a county commissioner. He was a member of the Chamber of Commerce for many years. He was a thirty-second degree Mason, a member of the Commandery and Shrine, and Knights of Pythias.

Mr. Edwards died February 11, 1941. He was survived by three children: Grace M., Mrs. Bernice Lord, and Mrs. Irma Brown, and six grandchildren: Miss Pricilla Lord, Mrs. Marion Selby, Mrs. Virginia Hauser, Marcus Edwards, Jr., and Pauline and Jeannette Brown.

WILLIAM L. STRAUB

William L. Straub was born at Dowagiac, Mich., on July 14, 1867, the son of Henry and Mary (Woolsey) Straub. After receiving a common school education he went, at the age of sixteen, to that portion of Dakota Territory which then was endeavoring to become the state of North Dakota. In 1888 he became editor and owner of the Sargent County Rustler; from 1894 to 1895 he was editor and part owner of the Oakes (N.D.) Weekly Republican, and from 1895 to 1899 was managing editor of the Grand Forks (N. D.) Daily Herald.



WILLIAM L. STRAUB

Poor health made it necessary for Mr. Straub to seek a milder climate during the winter of 1898-99. He came to St. Petersburg. He was benefited greatly and returned North again in the spring only to find, a few months later, that he was not strong enough to stand the rigors of North Dakota weather. So he returned to St. Petersburg—this time to stay.

His attention naturally turned to newspaper work and in April, 1901, he joined with A. P. Avery and A. H. Lindell in purchasing the St. Petersburg Times, owned by the widow of J. Ira Gore. In 1903 he bought out his partners. In February, 1912, he established the Daily Times and in September of that year Paul Poynter and C. C. Carr became associated with him in the Times.

Mr. Straub was appointed postmaster of St. Petersburg on July 21, 1916.

He was succeeded May 31, 1922, by Roy S. Hanna. In the spring of 1923 he returned to the Times as editor-in-chief, which position he held until the time of his death.

In 1929 Mr. Straub wrote "The History of Pinellas County."

During his long service as editor of the Times, Mr. Straub had many opportunities to aid in the development of St. Petersburg—and he sidestepped none of them. For many years he fought for the municipal ownership and development of the waterfront—his friends said he had "waterfront on the brain." Had it not been for his efforts it is quite likely that St. Petersburg today would have a waterfront littered with warehouses, machine shops, and wholesale fish houses instead of its beautiful Waterfront Park.

Mr. Straub inaugurated and led the movement to create Pinellas County by separating Pinellas Peninsula from Hillsborough County. He aided in the establishment of St. Petersburg's system of parks. He was identified with the Chamber of Commerce since its beginning and served as its president in 1913. He was instrumental in securing a larger donation from the Carnegie Corporation than had been offered, making possible the construction of the public library.

The Pinellas County Board of Trade was organized through the efforts of Mr. Straub and he was elected as its first president. He took a leading part in the organization of the St. Petersburg Tarpon Club, St. Petersburg Yacht Club, and Rotary Club. He was chairman of the City Planning Board from the time it was created until the resumption of his work as editor-in-chief of the Times. He was a prominent member of the Knights of Pythias and served the order for three terms as chancellor commander. He was also a member of the Elks.

On Nov. 21, 1891, Mr. Straub was married to Sarah A. Moore, daughter of Joel S. and Flora A. Moore, of Dowagiac, Mich. Mr. and Mrs. Straub had a daughter, Blanche M., now Mrs. Jay B. Starkey.

Mr. Straub died April 10, 1939.

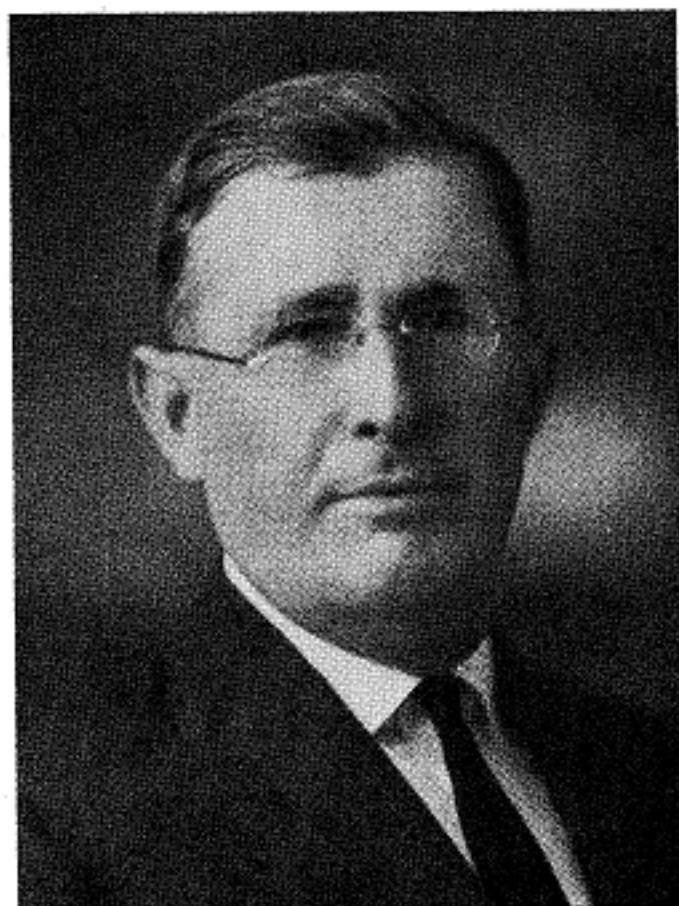
JOHN N. BROWN

John N. Brown was born in Webster, Sumter County, Florida, on October 9, 1876, the son of J. L. and Minerva (Wells) Brown, the former a native of Alabama and the latter of North Carolina. The grandfather of John N. Brown, Nathan L. Brown, a Meth-

odist minister, was the originator of the famous Parson Brown orange, and had a large grove near Webster.

John Brown attended the Sumter County schools and later the Georgia Business College, in Senoia, Ga., near Atlanta, from which he was graduated in 1897. He then went to work for the Southern Express Company as express messenger through Florida, Georgia and Alabama. He first came to St. Petersburg as express messenger in September 1899. In 1902 he was appointed express agent in St. Petersburg. He held this position until May, 1911 when he resigned because of poor health, caused by overwork.

Mr. Brown took an active interest in city and country government for many years. He was elected to the city council in 1910 and served two years. He was elected county tax assessor in 1912 and served until 1916. In that year he was elected clerk of the circuit court. He took office January 1, 1917, and was re-elected without opposition in 1921 for another four-year term. He did not seek re-election again because he wanted to devote his time to operating the



JOHN N. BROWN

Suwannee Hotel, at First avenue north and Fifth street, which he had built in 1923. The hotel, which originally had 118 rooms, was formally opened on January 4, 1924. During 1926, 85 more rooms were added to the hotel.

In 1928, Mr. Brown was elected mayor of St. Petersburg. One of his first official acts was the appointment of a committee consisting of twenty-five leading citizens to study the city's water supply. The committee proposed four areas, and the council selected the Cosme-Odessa region and called an election for the approval of the voters of the city. An overwhelming majority approved the Cosme-Odessa site, and this has proved to be one of the best public water supply sources in the South.

Other public services include membership on the city Advertising and Library Board at the time the Public Library was built in 1914-15. He was a member of the board of governors of the Chamber of Commerce from 1910 to 1920, and was president of that organization in 1925. For a number of years he has been host to the former mayors of St. Petersburg and past presidents of the Chamber of Commerce at a Good Fellowship Dinner held at the Suwannee Hotel. This annual function has as its objective the idea that "the experience and counsel of former officials, acting collectively, can and should be an invaluable asset to the city."

Mr. Brown is a Mason, being a member of the Chapter, Commandery and Egypt Temple of Tampa. He is also a member of the Knights of Pythias and Elks. In 1934 he was elected president of the Florida State Hotel Association for that year.

On April 4, 1904, he was married to Sarah Celeste White of Live Oak, Suwannee County, Florida. They have a daughter, Dorothy Elizabeth, and two sons, Paul Morton, and John Mercer.

Paul Brown was graduated from University of Florida in 1933. On June 24, 1937, he was married to Emma Lee Goodwin, of Gainesville. They have two daughters: Nancy Lee, born April 7, 1938, and Barbara Ann, born March 3, 1947. During World War II

he served 45 months in Air Corps Communication System, attaining the rank of captain. In 1942 he was elected president of the St. Petersburg Chamber of Commerce and served in that office until entering military service.

John Mercer Brown was graduated from the University of Florida in 1935. During World War II, he served fifty months in the Infantry, being with 82nd Airborne Division and 75th Infantry Division. Serving in North Africa and Europe, he attained the rank of captain at the time of leaving military service.

Paul and Mercer Brown are both active in the management of the Suwannee Hotel.

JAY B. STARKEY

Jay B. Starkey was born in St. Cloud, Minn., January 31, 1895, the son of Frank H. and Gertrude (Porter) Starkey. His father was born in New York and reared in Minnesota. His mother was born in Kansas but moved with her parents to Kissimmee when she was ten years old. In 1897, the Starkeys moved from St. Cloud to Kissimmee and three years later came to St. Petersburg where the father died in 1905.

Mr. Starkey was educated in the St. Petersburg public schools, and after the death of his father, worked in stores after school hours and during vacations. Upon graduating from St. Petersburg High School in 1914, he started working as a clerk in the post office.

Soon after the start of World War I, Mr. Starkey left St. Petersburg with the 1st Co., Coast Artillery, Florida National Guard. Transferred to the Officers Training Camp at Atlanta, he was commissioned as a second lieutenant October 15, 1918. He was discharged in December of that year.

A short time after the war ended, he entered the livestock business and in 1924 established Ulmerton Ranch near Largo. D. B. Cunningham became associated with the ranch in 1927, the two men operating as partners. In addition to raising hogs and cattle, they grow considerable feed for ensilage, putting up about 160 tons a year.

For many years the ranch had the largest herd of pure-bred Hampshire hogs in the entire South.

The ranch also pioneered in pure-bred beef cattle, bringing into the county the first registered bulls of Angus, Hereford, Shorthorn and Brahman breeding as well as the first carload of registered Brahman cows. In 1937, the partners, with three other Cunningham brothers, purchased 1,600 acres in Pasco County, established the "C.S." Ranch and began raising cattle and growing timber.

In 1936, Mr. Starkey was elected tax collector of Pinellas County, defeating a Republican incumbent who had won over Democratic nominees in 1928 and 1932. Mr. Starkey in 1947 was serving his third four-year term. In 1944, he polled more votes than any other Democrat with Republican opposition.

Mr. Starkey has been state director for the Florida State Cattlemen's Association for the past two years. He is a charter member of American Legion Post No. 14, a Mason, and a member of the St. Peters-



JAY B. STARKEY

burg Kiwanis Club since 1933, Quarterback Club, the Chamber of Commerce, Pinellas County Cattlemen's Association, and the Florida and American Brahman breeders' associations. He is a director of the Federal Farm Bureau in Pinellas County. He is a member of the Mirror Lake Christian Church.

During World War II, he served over five years as a member of Selective Service Appeal Board No. 1 which consisted of five men appointed by the governor from the 1st Congressional District.

On June 9, 1920, Mr. Starkey was married to Blanche M. Straub, daughter of Mr. and Mrs. W. L. Straub (q.v.) Mrs. Starkey is a member of the Congregational Church, a former secretary of the County P.T.A., and former secretary and president of the Sinawik Club.

Mr. and Mrs. Starkey have a daughter, Marion Adelle, born July 25, 1922, and a son, Jay B., Jr., born October 15, 1935. Marion Adelle was graduated from St. Petersburg High School in 1939, attended Junior College a year, and was graduated from Florida State College for Women in 1943. On July 3, 1943, she was married to William W. Gay, and is now living in Gainesville. Jay B. Starkey, Jr., in 1947 was attending Largo Junior High School.

JUDGE SAMUEL DAVID HARRIS

Samuel David Harris was born in Sumter County, Florida, April 6, 1866, the son of Thomas H. and Permelia (Griffin) Harris. When he was very young the family moved to Pinellas Peninsula and settled on a farm near Clearwater. He was educated in the common schools and, when a young man, went to sea.

In 1894 he gave up the seaman's life and settled on the peninsula, becoming interested in business enterprises. On November 9, 1887, he was married at Benton, Columbia County, Florida, to Emma Cone, a member of a pioneer North Florida family.

To give his children better school advantages, and also for business reasons, he moved to St. Petersburg in 1905 and established a general store. Shortly afterwards

he entered the undertaking business, in which he was engaged for thirteen years. Later he bought and sold real estate.

Mr. Harris was a county division advocate and took a leading part in the movement to separate Pinellas Peninsula from Hillsborough County and create Pinellas County.

Always actively interested in civic affairs, he served on the board of governors of the Chamber of Commerce for several years and was president in 1911. While president, he was one of a committee of three to represent the city before the Board of Engineers in Washington, D. C. This committee succeeded in securing the government aid which made Bayboro Harbor a reality.

He served for several years as chairman of the board of trustees for the local schools and as chairman of the City Hospital Board. He was one of the organizers, the first president and a board member of the St. Petersburg Y.M.C.A.

Mr. Harris was elected to the State Legislature from this county in 1916 and was re-elected four times. In 1931 he was chosen to fill an unexpired term in the Florida State Senate from which post he resigned in 1932 after being appointed Juvenile Judge for Pinellas County by Gov. David Sholtz. Judge Harris held that office until he died.

Throughout his life, Judge Harris was keenly interested in children, young people, and his church. He was a member of the First Methodist Episcopal Church, served as a member of its board of trustees, and was chairman of the building committee that had charge of the construction of the present church. He was superintendent of Sunday schools of the church for seven years and of its predecessor, the First Methodist Church, for thirty-five years. He served as a lay member of the Florida Conference for approximately twenty-two years and for many years was a member of the State Sunday School Board of the Methodist Church, and its chairman for four years.

Judge Harris was an honorary member of the St. Petersburg Rotary Club, a member of the Chamber of Commerce, a life member of the Lodge No. 139, F & A.M., a member of the Royal Arch Masons, a Knight Templar and a Shriner.



JUDGE S. D. HARRIS

Judge Harris died on December 24, 1939, in St. Petersburg. He was survived by his widow and his two sons, John D. Harris and S. Henry Harris.

JOHN DAVID HARRIS

John David Harris was born October 12, 1889, near Clearwater, Fla., the son of Samuel D. and Emma (Cone) Harris. He came to St. Petersburg with his parents in 1905 and was graduated from the St. Petersburg High School in 1908.

During his early life, Mr. Harris worked with his father in the grocery business and later in the undertaking business. In 1912 he became engaged in the abstract of title business for himself and later organized the company which is now the West Coast Title Company. He sold his interest in that concern in 1917.

During World War I, Mr. Harris served in the Home Guards and was a member of R.O.T.C., Stetson University.

He was graduated from Stetson with a law degree in 1919. In that year he commenced the practice of law in St. Peters-

burg, forming a partnership with his brother, S. Henry Harris, which continued until November 1, 1919, when he formed a partnership with Bayard S. Cook under the firm name of Cook & Harris. In 1939, the firm name was changed to Cook, Harris, Barrett, McGlothlin & Dew which was continued until the death of Mr. Cook in January, 1946. The name was then changed to Harris, Barrett, McGlothlin & Dew.

Mr. Harris is a past president of the Florida State Bar Association and a member of the St. Petersburg and American bar associations. He has been a member of the Rotary Club since 1922 and served as its president in 1929-30. He is a charter member of the St. Petersburg Yacht Club, Quarterback Club, and Lakewood Country Club.

He is a life member of St. Petersburg Lodge No. 139, F. & A.M., member Sunshine Commandary, Knights Templar, Egypt Temple Shrine; also member Shrine

Club of St. Petersburg; Sigma Nu social fraternity, and Phi Alpha Delta legal fraternity.

Mr. Harris has been a member of the First Methodist Church ever since he came to St. Petersburg. He is now a trustee and a steward of the church and is president of the church corporation. Ever since joining the church he has been active in Sunday school work and for ten years was head of the young people's department in the Sunday School.

For many years Mr. Harris has been active in the Florida State Chamber of Commerce and has served on many of its committees. At present he is serving as vice-president of District No. 4 and is a member of the board of directors and of the executive committee. He is also a member of the St. Petersburg Chamber of Commerce.

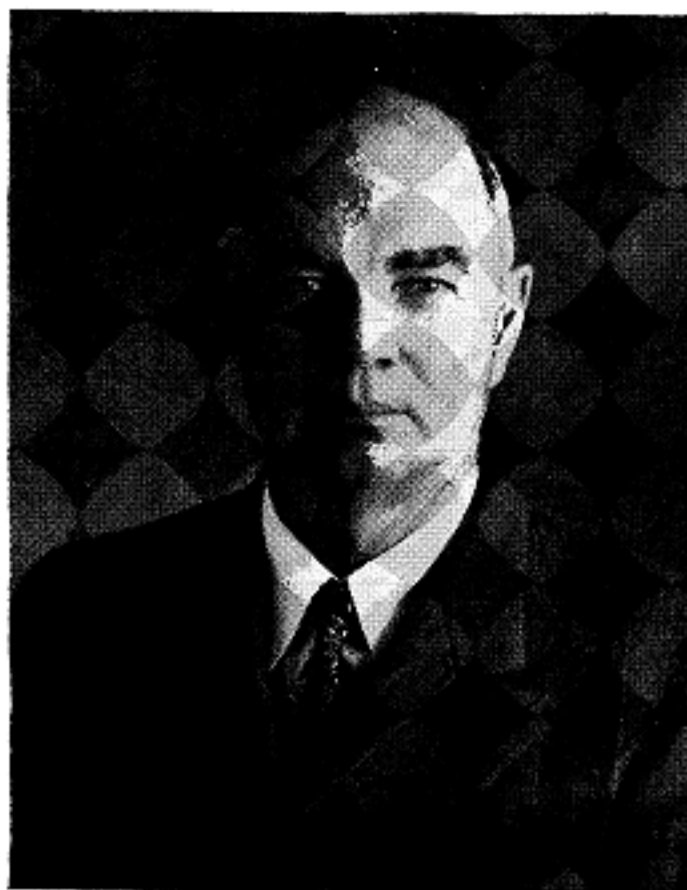
Mr. Harris is a director of the St. Petersburg Community Chest and was its president for four years, ending in 1947. He is a trustee of the Y.M.C.A. and a director of the St. Petersburg Motor Club.

On June 10, 1914, Mr. Harris was married to Annie Marguerite Cunningham, who was born in Fletcher, N. C., and who moved to St. Petersburg with her family in 1911. She is a past president of Women of Rotary, a leader in the primary department of the Sunday School of the First Methodist Church, and a member of the Interlock Club.

Mr. and Mrs. Harris have three children: John D., Jr., born August 25, 1915; Annette, born December 2, 1916, and Samuel W., born May 12, 1919.

John D. Harris, Jr., was graduated from the University of Florida in 1940, served in the adjutant general's division of the army from November 7, 1940, to December, 1945, attaining the rank of lieutenant-colonel, and is now practicing law in St. Petersburg. He was married to Estelle Pless in 1938 and they have two children, John D., III, and Douglas William.

Annette attended the Florida State College for Women after being graduated from St. Petersburg High School and is married to Dr. Robert B. Metz. She has one child, William W. Salzer.



JOHN D. HARRIS

Samuel W. Harris was graduated from Vanderbilt University with a B.S. degree in 1941, served in the Marine Corps from 1941 to November 20, 1945, attaining the rank of captain, and in 1947 was studying law at the University of Florida. He was married to Mary Jane Maresh, of San Diego, Cal., in April, 1945.

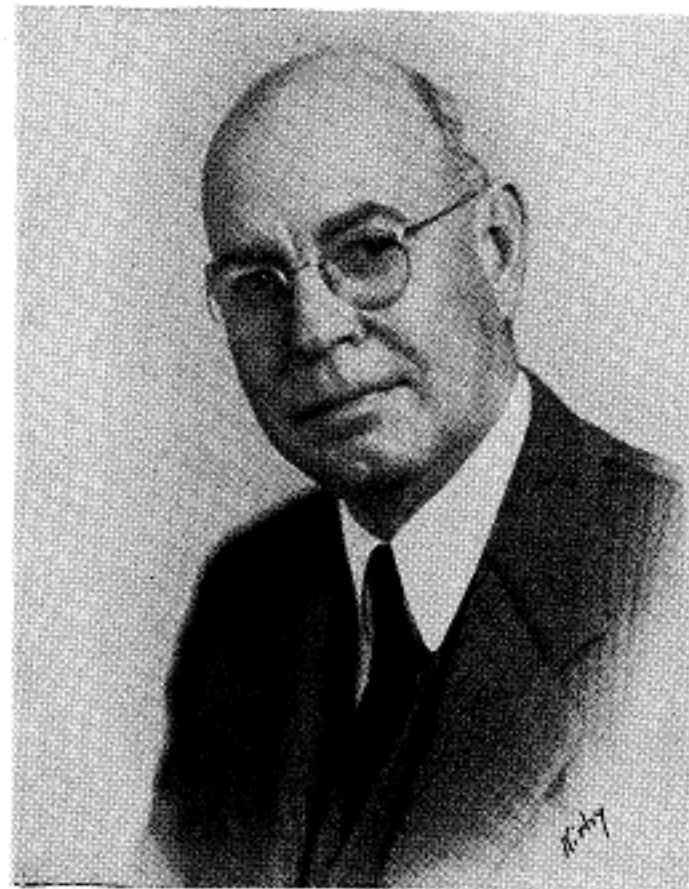
SAMUEL HENRY HARRIS

Samuel Henry Harris was born November 21, 1891, near Belleair, then in Hillsborough County but now a part of Pinellas, the son of Samuel David and Emma (Cone) Harris. He attended St. Petersburg High School and later attended Southern College.

While going to public schools, he worked in his father's grocery store and later worked about a year as a carpenter's apprentice. He then went with an abstract company where he remained until the fall of 1914 when he became a postal clerk in the money order department under Postmaster-Roy S. Hanna. In the spring of 1915 he was employed as a clerk by Wilbur F. Divine, then city clerk of St. Petersburg—at that time the entire City Hall office force consisted of just four persons: Divine, Guy Shepard, C. Y. McMullen and Mr. Harris.

In the fall of 1916, Mr. Harris resigned the position with the city to enter Stetson University and study law. After World War I started, he left the university and enlisted in the Navy. He was commissioned as an ensign early in 1918 and promoted to lieutenant (j. g.) late the same year. During most of 1918 he was engaged in convoy service on the Atlantic. He was relieved of active duty in January, 1919, and then returned to Stetson and was graduated with an LL.B. degree the following summer.

In the fall of 1919, Mr. Harris entered the practice of law in St. Petersburg and has been engaged in it ever since. He served three terms in the Florida House of Representatives, having been elected in 1940, 1942 and 1943. He was city attorney for the city of St. Petersburg Beach from 1943 until June 1, 1947, and has been attorney for the town of Redington Beach since 1944. On October 12, 1943, he was appointed



S. HENRY HARRIS

general master in chancery by Judge T. Frank Hobson and in 1947 was still serving in that capacity.

Mr. Harris has been active in civic affairs for many years. He is a former member of the board of governors of the Chamber of Commerce and has served on the Chamber's road and bridges committee. As a member of that committee, and also as a member of the state legislature, he has aided in the development of plans for the West Coast highway.

He is a member of the St. Petersburg and Florida State bar associations. In 1947 he was serving as president of the St. Petersburg Bar Association and as a member of the board of directors from this circuit of the state association. He is a member of the American Legion, Veterans of Foreign Wars, Moose Lodge, Benevolent and Protective Order of Elks (exalted ruler 1932-1933), and St. Petersburg Rotary Club. He is also a member of the Methodist Episcopal Church.

Mr. Harris was married September 15, 1920, to Ellen Pauline Montaine. They had

three children: S. Henry, Jr., born June 3, 1921; William Cone, born May 21, 1924, and Helen Judith, born November 13, 1927. Divorced in 1931, Mr. Harris subsequently married his present wife, whose maiden name was Emma Drew, on October 15, 1937.

S. Henry Harris, Jr., attended St. Petersburg public schools and was graduated from St. Petersburg Junior College. In 1947 he was employed by the Ford Motor Company in Washington, D. C. William Cone Harris was graduated from St. Petersburg High School in 1942 and then served four years in the Army. In the fall of 1946 he entered Stetson University to study law. Helen Judith Harris attended high school in St. Petersburg and later the Academy at Young Harris College at Young Harris, Georgia. She also attended Junior College at Young Harris and was graduated in June, 1947.

KATHERINE BELL TIPPETTS

Mrs. Katherine Bell Tippetts was born in Somerset County, Maryland, the daughter of Nathaniel Thomas and Julia Frances (Hawkes) Bell. Her father was descended



MRS. KATHERINE B. TIPPETTS

from the Maryland Planters, one of whom married Lady Rebecca Revelle of England. Her mother's ancestors were descended from Isaac Allerton, lieutenant-governor under Governor Bradford of Massachusetts and a signer of the Mayflower Pact.

Mrs. Tippetts married William Henry Tippetts of New York, who was special European correspondent to American newspapers and who held financial interests in several New York newspapers. Mr. and Mrs. Tippetts made their headquarters in New York but spent much of their time in foreign countries. Mrs. Tippetts contributed to a number of leading periodicals in the country and, under her pen name, Jerome Cable, wrote "Prince Arenzeba" and other books.

In 1902 Mrs. Tippetts came to St. Petersburg in the hope that her husband's health would be restored. After his death in 1909 she assumed charge of his affairs, became owner of the Belmont Hotel, and erected office buildings on other properties.

The life of Mrs. Tippetts has been one of service to St. Petersburg, Florida and the nation.

She has been particularly active in the work of the Audubon Society. In 1909 she organized the St. Petersburg Audubon Society and was its president for thirty-three years. She was sectional vice-president of the State Society for three years and from 1921 to 1924 served as its president. Largely as a result of her work, bird sanctuaries were established in Pinellas County, the mocking bird was named as the official state bird of Florida, a Bird Day was proclaimed by the governor of Florida, and laws were passed to protect robins. She also fought for the establishment of the first Fish and Game Commission of Florida.

Mrs. Tippetts' work for women's clubs has been notable. She is a life member of the St. Petersburg Woman's Club, was president of the Pinellas County Federation of Women's Clubs in 1920; she has held numerous offices in the Florida Federation of Women's Clubs, including the presidency in 1926-28, and for the General Federation of Women's Clubs she served as national chairman of Nature Study and Wild Life Refuges, from 1924 to 1928, and as national chairman of conservation from 1928 to

1932. During this period she collected and had published in the Federation News the "Beauty Spots" of all 48 states; planted the first George Washington Tree on the two hundredth anniversary of the birth of George Washington, at the celebration in Denver, Col. She also put on a campaign for a state bird for each state and, as a result, the American Nature Association, with her assistance, assembled the pictures of the state birds and published them in book form, in their natural colors, in "Birds of the States."

At various times, Mrs. Tippetts has served on many state boards and commissions as an appointee of the governor. In 1926 she was named to serve on the Educational Survey Commission; in 1928, she was appointed as a member of the Florida State Reclamation Board, and in 1930 she became a member of the Florida State Board of Illiteracy.

Mrs. Tippetts in 1930 was appointed to serve as a trustee of the National Park Association; in 1931, she was elected vice-president of the American Forestry Association, and from 1928 to 1932 served on the national board of finance for the Y. W. C. A. and was a national flower commissioner who selected by national vote the National Flower, the wild rose. She also was a director of the National Camp Fire Girls.

The wide range of Mrs. Tippetts' activities is indicated by her affiliation with other organizations. In 1919, she organized the first Boy Scout Troop in St. Petersburg; from 1915 through 1924 she served as secretary-treasurer of the St. Petersburg Park Board, during which time she suggested the name "Mirror" for the then-called Reservoir Lake; in 1919, she was elected treasurer of the Pinellas County Board of Trade; from 1926 to 1928 she was a director and chairman of education of the Florida State Chamber of Commerce; during World War I she was active in war work; she is a charter member of the St. Petersburg Memorial and Historical Society, the St. Petersburg Branch of the American Pen Women, and Echo Club; and she has served as a director of the Crippled Children's hospital and as vice-president of the Crippled Children's Guild. She is a member of the Presbyterian Church.

Mrs. Tippetts has four children: William Bell Tippetts, Charles Sanford Tippetts, Frances Hawkes (Tippetts) Johnston, and Ernest Franklin Tippetts. William Bell is a graduate of Princeton and Harvard Law School, is practicing law in St. Petersburg, in 1932 was married to Belle O'Neal and has two children, William Bell, Jr., and Emma Josephine. Charles Sanford was an officer in World War I, received a Ph. D. degree at Princeton, became an educator, is the author of several books, is now headmaster at Mercersburg Academy, Mercersburg, Pa., in 1922 was married to Margaret Griffith, and has two children: Charles Sanford, Jr., and Katherine Bell (Tippetts) Steiger. Frances Hawkes was graduated from the Florida State College for Women, married Dr. J. Kent Johnston, now deceased; lived many years at Tallahassee where she filled many posts, educational and social, and is now living with her mother at Pinellas Point. Ernest Franklin was graduated from the Georgia School of Technology, worked many years for the War Department in various parts of the country, is now a member of consulting engineering firm of Knappen, Tippetts and Abbott, in New York City; in 1926, was married to Ineza Hogan, and had two sons, Ernest Franklin, Jr., now deceased, and William Bryan.

WILLIAM BELL TIPPETTS

William Bell Tippetts was born at Glen Falls, N. Y., on October 9, 1890, the son of William H. and Emily Katherine (Bell) Tippetts. He came to St. Petersburg with his parents in February, 1902, and attended St. Petersburg public schools.

During the summers of 1907 and 1908, he was city editor of the St. Petersburg Times, and during the summer following his graduation from high school, in 1909, he was city editor of the St. Petersburg Evening Independent. He was graduated from Mercersburg Academy in 1910 and then attended Princeton University from which he was graduated with an A.B. degree in 1914. He received his L.L. B. degree at Harvard Law School in 1917. While at Princeton he won the Princeton Fellowship and the Langdell Scholarship and was a member of Phi Beta Kappa fraternity.

During World War I he served in the Army Y.M.C.A. from July, 1917, until January, 1918, at Camp Devens, Mass. He then served in U. S. Army, February, 1918, until 1919, private Q.M.C. at Camp Joseph E. Johnston, Jacksonville, Fla., until September, 1918, when he was commissioned a second lieutenant, lecture writer in Enlisted Men's Training School; after commission was adjutant of Officers Training School, later adjutant of Camp Training Division, after armistice, camp summary court officer, later judge advocate of camp special court martial. He returned to St. Petersburg January, 1919, after discharge.

Mr. Tippetts was admitted to the Florida Bar in 1920, to New York Bar in 1922, and to practice before the Supreme Court of the United States in 1925. He practiced law in New York City from 1921 to 1925 when he returned to St. Petersburg where he has lived and practiced law ever since.

He has been secretary, 1929-31, and president, 1932, of St. Petersburg Bar Association; member Florida State Bar Association and former associate editor Florida Law



WILLIAM B. TIPPETTS

Journal; member American Bar Association; secretary 1931-32 Florida Roosevelt organization; chairman of Pinellas County Democratic Executive Committee 1932 to date; worshipful master, 1932, St. Petersburg Lodge No. 139 F. & A.M.; an organizer of American Legion Hospital for Crippled Children, also attorney and director since 1928; life member of St. Petersburg Memorial Historical Society; vice-president St. Petersburg Chapter S.A.R.; member First Presbyterian Church of St. Petersburg; member Jeffersonian Club of St. Petersburg, American Legion, B.P.O.E. Selama Grotto, Executives Club, G.A.R. Memorial Day Corporation; trustee 1926-1934 Y.M.C.A.; member various committees of Chamber of Commerce, and local representative Princeton Graduate Council and head of local Princeton Club. Clubs: Cloister Inn (Princeton), Beale Law (Harvard Law School), Harvard Law (New York City), Army and Navy (St. Petersburg). Hobbies: fishing, boating, stamp collecting.

On June 9, 1932, Mr. Tippetts was married to Belle O'Neal, of Belton, Miss. Mr. and Mrs. Tippetts have two children: William Bell, Jr., born April 8, 1935 and Emma Josephine, born June 1, 1939. Belle O'Neal Tippetts was graduated with a B.A. degree in 1926 from the Florida State College for Women and taught school at the North Ward School in St. Petersburg from 1926 to 1934. She has been recording secretary and president of Dixie Chapter of the United Daughters of the Confederacy, recording secretary and president of Katherine Payne Beach Home for Convalescent Children, recording secretary and also corresponding secretary of the board of directors of the Y.W.C.A., and recording secretary and vice-president of the Florida Society of Colonial Dames of the Seventeenth Century.

C. A. HARVEY

C. A. Harvey was born June 16, 1868, in Jesup, Ga., the son of William and Nancy (Grandham) Harvey. He received his early education in the public schools of Jesup. As a young man he worked in a hotel in Thomasville, Ga., and also became owner of a sawmill. He later was engaged in the lumber business in North Florida.

In August, 1903, Mr. Harvey came to St. Petersburg. Shortly afterward he rented a small hotel and conducted it for the winter. A year later he became interested in real estate and went into business with E. B. Rowland, one of the few real estate men in the city at that time.

Late in 1904 Mr. Harvey conceived the idea of reclaiming the swamp land through which Booker and Salt Creeks found their way to the bay. He believed this could be done by dredging out a harbor deep enough for large ships to enter and by filling in the low lands.

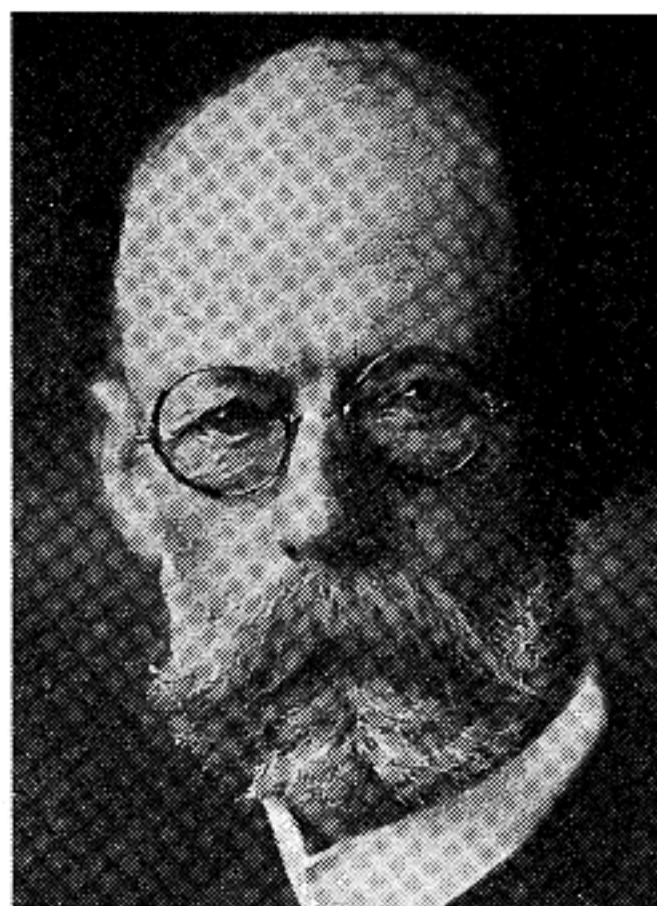
Mr. Harvey's means were limited and it was necessary for him to interest others in the project. He first interested Dr. H. A. Murphy and together they bought, early in 1905, thirty acres of what was considered almost valueless waste land. Then Mr. Harvey and A. F. Freeman bought seventy-five acres more. On June 26, 1905, the Bayboro Investment Company was organized. The company continued to buy all the territory east of Fourth street between Seventh and Nineteenth avenues. This included all the swamplands and most of the highlands beyond, about 180 acres in all.

Mr. Harvey continued in charge of the Bayboro development until the time of his death, on January 18, 1914. But he did not live to see big ships come into the harbor of his dreams due to the fact that the Bayboro project caused long years of factional warfare in the city. A real port was not obtained until the boom years in the '20s. (See Chapter—Along the Waterfront.)

Mr. Harvey was survived by his widow and three children: Charles Lester, Mrs. Estelle Sullivan, and Mrs. Ruth Fleet. Charles Lester Harvey served in the air corps during World War I and later was actively engaged in the real estate business in St. Petersburg. He died on July 12, 1939.

GEORGE S. GANDY

George S. Gandy was born in Tuckahoe, N. J., on October 20, 1851, the son of Lewis and Jane A. (Reeves) Gandy. After completing a grammar school course, he started work as an office boy in the firm of Henry Disston & Sons, saw manufacturers of Phila-



GEORGE S. GANDY

delphia. He remained with the firm for eleven years, working up to a responsible position.

Mr. Gandy then became secretary and treasurer of the Frankford & Southwark Railroad Co. and later was made vice president. He also became associated in an official capacity with a number of traction companies in the Philadelphia area and was instrumental in building a number of trolley lines. He was also active in construction work, building the People's Theatre and Textile Hall, as well as more than two hundred residences.

Mr. Gandy first came to St. Petersburg in 1903 with F. A. Davis (q.v.) Mr. Davis succeeded in interesting him in the city which then had less than 2,000 inhabitants, and for a number of years Mr. Gandy was associated with the various Davis companies.

In 1912, Mr. Gandy purchased property at the corner of Fifth and Central and constructed the Plaza Theatre and office buildings. Many believed that Gandy would lose heavily on the undertaking and for a year

or two the Plaza was referred to as "Gandy's White Elephant." However, it turned out to be an excellent investment.

Mr. Gandy's crowning achievement was the construction of the Gandy Bridge, connecting link between St. Petersburg and Tampa. A full account of Gandy Bridge is given in Chapter VIII.

Mr. Gandy was a former commodore of the Yacht Club of Sea Side Park, N. J., the Yachtsmen Club of Philadelphia, and the St. Petersburg Yacht Club. He was a member of Hamilton Lodge F. & A.M. No. 500, Freeman Chapter No. 243, and Mary Commandary, Lu Lu Temple of the Mystic Shrine at Philadelphia, Selama Grotto, Elks Lodge No. 1224, and Rotary Club.

In 1887 Mr. Gandy was married to Miss Clara Frances Miller, in Philadelphia. Mr. Gandy died November 25, 1946. He was survived by five children: George S., Jr., and Alfred L., of St. Petersburg; Mrs. J. Walker Wilkinson and Mrs. Ruth G. Sarven, Baltimore, Md., and Mrs. Leon E. Chambers, Stone Ridge, N. Y.



FRANK M. HARRIS

FRANK MAURICE HARRIS

Frank Maurice Harris was born in St. Petersburg October 16, 1902, the son of William B. and Mamie E. (McMullen) Harris, both of whom were born in Florida. His mother was a member of the McMullen family which came to the peninsula nearly a hundred years ago. His father's parents were both born in North Florida.

Mr. Harris was educated at Harris School, named in honor of his father, and also at St. Petersburg High School, the University of Florida, and George Washington University. He received his LL. B. degree at the University of Florida.

On November 20, 1924, Mr. Harris was admitted to the Florida bar and has been engaged continuously in that profession in St. Petersburg ever since. On July 1, 1939, he formed a partnership with Harold A. Kooman under the firm name of Harris & Kooman.

Mr. Harris is a member of Westminster Presbyterian Church, the St. Petersburg, Florida and American bar associations, Lakewood Country Club, St. Petersburg Yacht Club, Nitram Lodge of F. & A.M., and Egypt Temple (Shrine).

On August 16, 1927, Mr. Harris was married to Frances B. Coryell, of Lincoln, Neb., at Clearwater. Mr. and Mrs. Harris have five children: Frank Maurice, Jr., born February 6, 1930; Richard Coryell, born August 7, 1932; Jeannine Adele, born March 12, 1936, and Marilyn Frances and Carolyn Frances (twins), born July 9, 1943.

NOEL A. MITCHELL

Noel A. Mitchell was born in Block Island, R. I., on January 9, 1874, the son of Edward and Mary Jane (Smith) Mitchell, both of Rhode Island and both descendants of old New England families. After attending public schools in Block Island, Mr. Mitchell went to work for the Wheeler-Wilson Sewing Machine Co., in Providence, R. I. In the evenings he took a course in business college.

In 1892, Mr. Mitchell went into the confectionary business and began selling Mitchell's Original Atlantic City Salt Water Taffy. He introduced this taffy first at

Atlantic City and later at other resorts on the Atlantic seaboard. The taffy proved popular and finally sold in all parts of the country.

Mr. Mitchell came to St. Petersburg for the first time late in 1904. He liked the city and decided to make it his permanent winter home.

For more than two decades Mr. Mitchell was considered one of St. Petersburg's leading boosters. He neglected no opportunity to advertise the city and its attractions. He was an active member of the Chamber of Commerce for many years and served one term as its president. Later he served as secretary, without pay, and while holding that office spent much of his own money for city advertising. He helped to finance the first golf course, at Bayboro. He paid \$1,000 to bring the Benoist Airboat Line to St. Petersburg. He paid the expense of a barbecue in Williams Park to celebrate the completion of the Tampa & Gulf Coast Railroad. He had moving pictures taken at his own expense of Washington's birthday celebrations. The pictures were shown throughout the country. He included picture postal cards in millions of packages of his taffy sold in northern resorts.

Mr. Mitchell was engaged in the real estate business in St. Petersburg for many years, advertising himself as "Mitchell, the Sand Man." In 1907 he purchased the Durant block at Fourth and Central for \$15,500 and opened a real estate office. During the next year he purchased some benches which he placed in front of his office—and so the famous feature of St. Petersburg's green benches was originated. (See Index—Green Benches). In 1914, Mr. Mitchell sold the Durant block for about \$90,000.

Mr. Mitchell was one of the city's leading real estate operators during the boom of 1912 and 1913. He specialized in West Central and beach properties and spent a large sum in the development of Mitchell Beach. With other developers, he suffered a severe blow when World War I started and real estate sales dwindled to almost nothing.

Mr. Mitchell was elected mayor of St. Petersburg on April 6, 1920. He served until November 15, 1921. He was a candidate for re-election at the primaries held March 4, 1924. He was a 32nd degree Mason



NOEL A. MITCHELL

and a Shriner, Egypt Temple of Tampa. He was also a life member of the Elks, Lodge No. 1224, and a member of the Loyal Order of Moose and Woodmen of the World.

Mr. Mitchell was married in 1901 to Adalaide B. Mitchell, of New London, Conn. They were divorced in 1929.

Mr. Mitchell died October 6, 1936. He was survived by a daughter, Mrs. Gladys Seeley and two half-brothers in Block Island, R. I.

C. PERRY SNELL

C. Perry Snell was born in Bowling Green, Ky., June 5, 1869, the son of C. P. and Isabelle Snell. He was graduated from Ogden College, in Bowling Green, and from the College of Pharmacy, in Louisville, Ky. He was engaged in the drug store business for seventeen years in Kentucky.

Mr. Snell visited St. Petersburg for the first time in 1899, recognized the possibilities of the infant village, and bought a half block on Second avenue north at First street. He returned to the city for several

winter vacations and came here to live in 1904, building his first home on the land he had purchased.

In 1905, Mr. Snell started a career of real estate development which continued until his death on October 23, 1942, resulting in the improvement of more property in value than any other one man or group has ever developed on Pinellas Peninsula. Roughly, Mr. Snell developed all the property east of Fourth street from Fifth avenue north to the north limit of Snell Isle. In addition, he and his associates developed much of the land around Mirror Lake. He also developed land around Crescent Lake and made two major developments on the keys.

His first development was in association with F. A. Wood, A. E. Hoxie and A. C. Lewis, leading citizens who also left their mark on the pages of local history. In 1909, he entered into a partnership with J. C. Hamlett which lasted more than a decade; Mr. Hamlett sold out to Mr. Snell and from then on, Mr. Snell had no partners in his varied and constantly widening enterprises.



C. PERRY SNELL

Mr. Snell long planned Snell Isle as his crowning development. He announced this development October 14, 1925, and the resulting lot sale was the largest ever to occur in St. Petersburg, total sales exceeding \$7,000,000. After the crash of the Florida boom, Mr. Snell alone, of all the developers in the city, continued his activities and carried out every commitment he had made. The final work was not completed until 1929.

Mr. Snell was meanwhile building himself another monument, the Snell Building (now the Rutland Building) at Fourth and Central. The structure is considered one of the most beautiful business buildings in the entire South. It cost approximately \$750,000. Mr. Snell lost this property during the depression but retained his Snell Isle and practically all his other holdings.

Immediately upon moving to St. Petersburg, Mr. Snell became active in public affairs. He shares honors with W. L. Straub as being primarily responsible for St. Petersburg's beautiful waterfront. When the city sought to acquire the privately-owned waterfront property, Mr. Snell advanced most of the money and carried the property without interest until slowly awakening public opinion forced the city to pay for it.

Mr. Snell gave the city the major portion of the Waterfront from Thirteenth avenue north to Coffee Pot and he set aside plazas on Snell Isle for the public. He also induced the city to buy Crescent Lake park from him for \$35,000, much less than he could have sold it for.

Mr. Snell was perhaps the city's foremost traveler and certainly its most outstanding patron of the arts. He bought millions of dollars worth of paintings, statuary, marbles and other art objects mainly in Mexico, Spain, Italy, Germany and France. At one time he owned one of the finest privately owned collections of miniatures in America. Most of these he gave to his Alma Mater, Ogden College.

Mr. Snell's last development was Bennett Beach near Pass-a-Grille. It was named in honor of "Czar" Bennett, an early pioneer who bought the property from a homesteader in 1889. He and his son had been befriended by Mr. Snell and the son refused to sell the property to anyone else.

On May 30, 1934, Mr. Snell married Carolyn Hardegen who survives him. Mrs. Snell had worked hand in hand with Mr. Snell in his business activities and upon his death completed the development in the usual Snell fashion and the Snell Isle of today is in fact a monument to both of them.

C. FRANK HARRISON

C. Frank (Cy) Harrison was born in St. Petersburg November 16, 1906, the son of Edgar Patton and Ada M. (Shepherd) Harrison.

He was educated in St. Petersburg public schools and was graduated in 1926 from Stetson University at DeLand with a B. S. degree. He received his doctor of laws degree from that university in 1929. While at the university he played varsity football and baseball, became a member of the "S" Club, Phi Alpha Delta legal fraternity and Sigma Nu social fraternity, of which he was commander. For a short time in 1929, he was a special instructor at Stetson.

Late in 1929 he became associated with Judge C. I. Carey in the practice of law. In 1934 a law partnership with Judge Carey was formed and has continued to date, conducting a general practice of law and specializing in corporation and real estate law and tax and probate matters.

Mr. Harrison was elected to the city council in 1941 and again in 1945. He has been active in city planning and has headed the legal and finance committees of city council. He originated and fathered the "Free Lots to Veterans" program which brought national publicity for St. Petersburg and made possible the construction by veterans of many hundreds of homes.

Mr. Harrison is a past president of the St. Petersburg Bar Association, member of the Florida State and American bar associations, former member of the Junior Chamber of Commerce, Bath and Lions clubs, counsel for the Florida League of Municipalities, and member of the Yacht Club, Dragon Club, and board of governors of the Chamber of Commerce. He served ten years as a director of the Y.M.C.A. He is a Mason, a member of the Grotto, and a member of the Presbyterian Church.



C. FRANK HARRISON

On October 16, 1936, he was married to Mary Louise Squier of St. Petersburg. Mrs. Harrison is a member of the St. Petersburg Woman's Club, Delta Delta Delta, the Civic Music Club and the Pan-Hellenic Society.

WILLIAM B. KIRBY

William Bishop Kirby was born in Pittsburgh, Pa., September 22, 1880, the son of William B. and Lenora (Loveridge) Kirby. Both of his parents were of English descent and were born in Pennsylvania.

After attending Pittsburgh public schools, Mr. Kirby learned the bricklayers' trade, completing his apprenticeship in 1901. During the next four years he was engaged in construction work in Pittsburgh, Baltimore, and Birmingham, Ala.

In 1905, he came to Florida. He started working in Tampa but was persuaded by A. C. Pheil to come to St. Petersburg to help finish the three-story Pheil Building then being erected on Central between Fourth and Fifth. This was the first three-story brick building erected in the city.

When a youngster, Mr. Kirby became a photography enthusiast and spent all his spare money on photographic supplies. Upon coming to St. Petersburg, one of the first things he did was to fix up a dark room in his home and continue with his hobby, taking pictures of almost everything in the city.

Becoming more and more proficient, Mr. Kirby decided in 1911 that he was able to take better pictures than either of the other two photographers then in the city so he opened a studio of his own in the Pheil Building. Since then he has devoted his entire time to photography, specializing in portraits and commercial work. Many of his portraits have won national recognition for quality. For the past quarter century he has maintained his studio on First avenue north.

Mr. Kirby is a member of the Elks lodge and the Chamber of Commerce.

On October 1, 1936, he was married to Marie Stout, of Coloma, Mich.



WILLIAM B. KIRBY

H. WALTER FULLER

H. Walter Fuller was born in Atlanta, Ga., May 17, 1865, the son of H. Alexander and Caroline Fuller. His father, who had been the owner of a large plantation, served as a cavalry officer during the Civil War.

H. Walter Fuller came to Tampa in 1883 in search of health and became engaged in the wholesale feed and grocery business, later adding citrus. Before he was 21 he bought the steamer Cumberland and operated between Tampa, Mobile and New Orleans, largely handling his own goods. His trading area finally embraced most of the West Coast. He also became a large scale farmer, raising the first tobacco and winter lettuce in this section and being one of the first to raise celery. At Lake Thonotosassa he developed the first commercial grapefruit grove in the world.

Branching out into another field, he became general contractor and built most of the forts and other installations at Egmont and DeSoto in the mouth of Tampa Bay during the Spanish-American War period.

He moved to Bradenton (then Braidentown) and on June 30, 1891, married Julia Reasoner, whose family had established the Royal Palm Nurseries at Oneco, for several decades the largest tropical nursery in the world.

During the Nineties, Mr. Fuller was joined by his father and a brother, C. Paul, and a cousin, W. R. Fuller. Paul founded Ellenton and operated a store and farm factor business. The father operated first at Tampa and then at Bradenton. W. R. Fuller engaged extensively in building materials and for a time in the steamboat business.

During the panic of 1907, Mr. Fuller was caught with a vast network of enterprises employing several hundred men and using some 60 pairs of mules. Unable to get money to buy feed for the mules, he bid on the job of hard-surfacing Maximo Road. He got the contract and transferred his energies to St. Petersburg.

During 1908, Mr. Fuller organized the Independent Line which owned the H. P. Plant, the Manatee, and other ships and entered into competition with the St. Petersburg Transportation Company, headed by

F. A. Davis. On March 27, 1909, the two lines were consolidated, with Fuller as president. Shortly thereafter, the various Davis enterprises got into financial difficulties and Mr. Fuller refinanced them with a large loan from Jacob Disston. He thereupon began a career of real estate development and promotion which resulted in his owning at various times more real estate on Pinellas Peninsula than any other man has since then owned.

As head of the electric light company, he built a new power plant at Sixteenth street and First avenue north and removed the old plant from the waterfront. Under his management, the street railway trackage was extended from seven to twenty-three miles.

In 1909, he started accumulating land west of St. Petersburg, which then stopped at Ninth street, and in 1913 opened Central avenue from Ninth street to Boca Ciega Bay and started the development of Davista (now Pasadena) and the Jungle. He gave Sunset Park to the city and also gave a whole block to the city of Pass-a-Grille for a park. He played a leading part in the establishment of the city's first golf course at the Jungle.

The depression which World War I brought to St. Petersburg caused the entire group of Fuller-managed enterprises to go first into voluntary receivership and then receivership in 1917. In 1919, Mr. Fuller, in partnership with his son, Walter P. Fuller, backed by a million dollars advanced by a banker, George C. Allen, of Philadelphia, bought back the major part of the land owned by the old companies.

In 1921, the father and son started a real estate development at Hendersonville known as Laurel Park. This grew to such proportions that in 1923 the son bought out his father's interests in St. Petersburg and the father thereafter devoted his entire time to Western North Carolina real estate. He lost heavily during the depression but recovered and was a leading real estate man in Hendersonville when he died, March 23, 1943.

Public spirited and energetic, Mr. Fuller held numberless public and civic offices and positions. From Manatee County, he served in the State Legislature for ten years, first as representative and then as senator.

WALTER P. FULLER

Walter P. Fuller was born in Bradenton, Fla., April 6, 1894, one of five children born to H. Walter and Julia (Reasoner) Fuller.

The father moved his legal residence to St. Petersburg in 1907 and Walter P. spent his summers here while attending school and college. He moved here permanently in August, 1915. He had graduated from the University of North Carolina where he was a star athlete and also active in literary pursuit, being editor of the college annual, monthly magazine and weekly newspaper, as well as a newspaper correspondent.

He immediately became associated with his father's enterprises and was soon made assistant manager of the various companies. He built his first home on the shore of Boca Ciega Bay, becoming the first permanent resident of St. Petersburg west of Disston avenue.

With Mrs. Katherine B. Tippetts and Frances Skinner, of Dunedin, he organized the Pinellas Boy Scouts and served as its first Scout Master. Previously, as a boy in Bradenton, he had become the first Boy Scout in Florida. He also became the first paid coach for the St. Petersburg High School football team and developed a team which almost won the state championship.

When the H. Walter Fuller enterprises collapsed, Walter P. joined the St. Petersburg Times, and soon became city editor. He resigned that position to edit and manage the Manatee River Journal at Bradenton and become secretary of the Bradenton Chamber of Commerce.

He returned to St. Petersburg in 1919 when George C. Allen, a Philadelphia banker, loaned him and his father a million dollars for investment in real estate. He became active head of the new enterprise which was incorporated as the Allen-Fuller Corporation. In 1923 he bought out his father's interests and soon afterward the company paid back to Mr. Allen the million he had advanced.

Walter P. Fuller sold what is now Pasadena to Jack Taylor and associates and started the development of the Jungle. In this enterprise he shared with C. Perry Snell

and N. J. Upham the unique distinction of paying for all his improvements, not financing them by improvement liens as did all other major developers during those times. With C. M. Hunter, Jr., he formed the Fuller-Hunter Corporation which developed Jungle Terrace.

Fuller bought out all of the various stockholders, who had acquired the Jungle Golf Course, tore down the old club house and built the Jungle Hotel, which he owned and operated for four years. He also built the Jungle Prado, creating in that unique Spanish building the city's first night club, the Gangplank. He also started the city's first riding stable and staged the first horse shows given in the city.

In order to further the development of the west end of the city, Fuller undertook a number of enterprises. He planned and financed the West Central white way system, the city's first. He financed the extension of municipal gas to the Jungle from 31st street. He also followed in his father's footsteps by conceiving the idea of Fifth avenue north, acquired the greater portion

of the right-of-way, which he donated to the city and financed the group that acquired the balance of it. He also conceived and financed, through a special road and bridge district, Tyrone Boulevard. He did this in order to divert heavy commercial traffic from the Jungle and Jungle Terrace.

In 1925, Fuller acquired all of the old F. A. Davis holdings in and around Pinellas Park and undertook a major development in that area. When the boom collapsed he re-conveyed the land to the Davis group and refunded the money and returned the mortgages turned in by his purchasers.

By 1930, Fuller had lost practically all his real estate holdings and entered the bond business as an employee of John A. Thompson. In 1931, he entered business for himself as a consultant on Municipal finance and started the publication of Fuller's Florida Letter on April, 1933, which for 12 years was the authoritative organ in the state on public finance and business and economic conditions.

In 1936, he ran for the Legislature, and was elected to the House. He was returned for another term but was defeated for the Senate in 1940. In 1943, Fuller was appointed chief clerk of the House of Representatives. In October, 1943, he became associated with the St. Petersburg Times serving in various capacities, including feature writer, political writer and editorial work. After two years, he resigned that position and re-entered the real estate business, in which he is now engaged. In 1943, he was elected a delegate to the Democratic Presidential convention, acting as vice-chairman of the delegation. Of the some 64 candidates in the race, he was second high.

Fuller was governor of the Chamber of Commerce for many years and served as vice-president. During that period he became owner of a radio station, which he gave to the Chamber of Commerce. From this, WSUN eventually evolved. He served on the Planning Board for the first six years of its existence, five years acting as chairman. He was reappointed to the Board two years ago and is at present vice-chairman. He was president of the St. Petersburg Art Club for five years.



WALTER P. FULLER

In 1937, Fuller formed the Gulf Coast Highway Association and has been president of the association since its inception. He also in that year organized the battle to remove tolls from the Gandy Bridge, a campaign which achieved success four years ago. In 1939 through 1941 he was associated with Ed H. Price in the promotion of the Treasure Island Causeway.

Fuller is married to Roberta (Clark) Fuller. They have a young son, born March 28, 1947. They are members of the Woodlawn Presbyterian Church. Fuller has another son by a former marriage, now 32 years old, and studying law after a career of seven years as an aviator, during which time, for a period, he was a member of Chenault's Flying Tigers. He was recently retired as a major.

Fuller is an authority on local and Florida history.

BIRD MALCOLM LATHAM

Bird Malcolm Latham was born July 5, 1885, in Mahanoy City, Pa., the son of John A. and Anna G. Latham. He was educated in the Philadelphia public schools and at Drexel Institute.

While still at Drexel, Mr. Latham was selected by executives of the General Electric Co. to take their electrical engineering course and was sent to Lynn, Mass., and Schenectady, N. Y., where he completed the advanced schooling in 1905. He then was employed in the company's Philadelphia engineering department.

In 1907, Mr. Latham came to St. Petersburg, at the request of F. A. Davis, Jacob Disston and George S. Gandy, to become manager of the St. Petersburg Electric Light & Power Co. and the St. Petersburg & Gulf Electric Railway, in which the men were financially interested.

When Mr. Latham took charge, both companies were badly run down and were under-financed. (See Index: Public Utilities.) However, he succeeded in making many improvements and, under his direction, many extensions were made to the trolley system. In 1913, he supervised the construction of the new power plant at Sixteenth street and Second avenue north.

Mr. Latham early in 1914 became the first man in St. Petersburg to learn to fly



BIRD M. LATHAM

an airplane. He was taught by Tony Jannus, pilot of the airboat used on the St. Petersburg-Tampa Airboat Line. (See Index: Aviation). In the spring of 1914, he bought the airboat and took it to Conneaut Lake, Pa., where he had a contract to fly for twelve weeks. The plane crashed but he bought another and finished his contract. Soon afterward he ceased being a professional aviator.

Mr. Latham then returned to the electric company and continued as its general manager through successive stages of its existence until it was acquired by the A. E. Fitkin interests. He then became president of the Pinellas County Power Co. and later of the Florida Power Company. While he was president, the company built the Bayboro plant at a cost of \$3,500,000, the present Florida Power building, the Port Inglis plant, and the hydro plant on the Ocklocknee River, and purchased the hydro plant on the Withlacoochee River.

He resigned from the power company in 1926 to become first vice-president and general manager of the Gandy Bridge Company. Two years later he retired and went

to New York City to look after several patents in which he had a large financial interest. He remained there until the summer of 1929 when he and Mrs. Latham toured Europe for six months. He returned to St. Petersburg to live in December, 1939.

Mr. Latham is a life member of the Masons and holds an honorary life membership in Elks Lodge No. 1244. His is the oldest membership card in the lodge. He is a past president of the Chamber of Commerce, a former member of the Yacht Club, and was a charter member of the St. Petersburg Country Club and the Pasadena Country Club. He attends the Christian Science Church.

During World War II he was liaison officer between the Army Air Corps and the hotel owners in St. Petersburg and assisted in the negotiation of all contracts between the army and the hotel owners.

In 1944, 1945 and part of 1946, he was a senior training officer with the Veterans Administration in charge of the professional and scientific field, which included all the schools of higher learning in the state of Florida, for the re-education of all veterans of World War II.

Mr. Latham was married to Elizabeth M. Britton on September 4, 1904, in the Little Church Around the Corner, New York City. They have a son, Byrd Britton Latham, who was educated in St. Petersburg public schools and attended Cornell University, and three grand-children: Marilyn, Byrd III, and Sandra.

DAVIS B. CUNNINGHAM

Davis B. Cunningham was born May 18, 1891, in Fletcher, N. C., the son of William E. and Alrie (Guice) Cunningham. He was educated in the public schools of Fletcher, and in Jefferson City, Tenn.

Coming to St. Petersburg in 1909, Mr. Cunningham became associated with the St. Petersburg Hardware Company, with which he remained for several years.

In 1917 Mr. Cunningham enlisted at St. Petersburg in the Fourth Company, Coast Artillery. Later he was assigned to Battery B, 36th Regular Artillery, in which he served until the end of World War I.

Before he left St. Petersburg, however, Mr. Cunningham together with a brother,

E. G. Cunningham, organized the Cunningham Brothers' Grocery. During the absence of Davis Cunningham during the war, two more of the Cunningham family entered the business, namely, H. E. and P. V. Cunningham.

In 1923 Cunningham Brothers bought the branch of the Harrison Hardware which was located where the present Cunningham store stands, near Central and Ninth, taking another brother into the business, C. C. Cunningham.

For a time the brothers operated both grocery and hardware stores, but later the grocery was sold to Alderman and Hogan. At this time E. G. Cunningham retired and another brother, W. E. Cunningham came into the business.

Cunningham Brothers now have one of the largest retail hardware stores on the West Coast of Florida. The Cunninghams have chalked up more than a third of a century in the hardware field.

Davis Cunningham is a Methodist, a charter member and first Commander of Post 14, American Legion of St. Petersburg, and a member for many years of Lodge 1224, B.P.O.E. He was a charter member of the Civitan Club, and for many years a member of the Chamber of Commerce.

Mr. Cunningham was married September 18, 1919 to Martha D. Wingrove of Mechanicsburg, O.

LEW B. BROWN

Llewellyn Buford Brown (he signed his name Lew B. Brown) considered his greatest accomplishment his having given St. Petersburg its popular name, "Sunshine City". He publicized it to such an extent that not only has St. Petersburg become known as the Sunshine City but Florida has become the Sunshine State.

He was a printer, reporter, editor, newspaper publisher, lawyer and poet. He was born in Madison, Ark., June 13, 1861, the oldest child and only son of George L. and Amelia L. (Young) Brown, the former a native of Tennessee, and the latter of Bardstown, Ky. In 1875, following the death of the father, the mother returned with her family to Louisville, Ky., where young Brown secured work as a printer and later as

reporter on the Louisville Courier-Journal, then edited by Col. Henry Watterson. He served in nearly every department of that newspaper and The Evening Times.

In 1895 Mr. Brown left Louisville because of poor health to buy a newspaper plant at Taylorsville, Ky. While there he studied law and was granted a license to practice by the supreme court. He later served as police judge and county and city attorney. In 1902 Mr. Brown sold out his newspaper in Taylorsville, abandoned the practice of law, and went to Harrodsburg, Ky., where he purchased the Harrodsburg Democrat.

While he was editor of the paper in Harrodsburg, Mr. Brown was president of the Kentucky Press association and active in the work of that organization. It was largely through his efforts, as representative of the newspapers of the state, that the Kentucky legislature passed its present libel law which is regarded as a model and which several other states have adopted. Mr. Brown spent most of the winter in Frankfort attending the sessions of the Kentucky legislature to push through that libel bill and his efforts were crowned with success.

December 15, 1908, Mr. Brown purchased the year-old St. Petersburg Evening Independent (now The Evening Independent) then owned by Willis B. Powell. He operated both the Independent and the Harrodsburg Democrat for two years and then sold out his interest in Harrodsburg in order to devote all his time to his work in St. Petersburg.

After coming to St. Petersburg Mr. Brown was actively identified with every movement for the upbuilding of St. Petersburg. Of all his achievements, however, none is more important than his work in making St. Petersburg known through the world as the "Sunshine City." (See Index: Sunshine City.)

Although Mr. Brown would never accept a city office in St. Petersburg, he always took a deep interest in the city government. He served as chairman of the charter board which drafted the new city charter approved by the voters August 14, 1923.

During the World War I he organized, financed and equipped four companies of Pinellas County Guards and commanded



LEW B. BROWN

them with the rank of major, conferred upon him by the governor by authority of the Florida legislature.

Major Brown served as president of the Board of Trade, commodore of the St. Petersburg Yacht Club, president of the Art Club, president of the Echo club and chairman of the city library and advertising board. He was affiliated with the Masonic order, Independent Order of Odd Fellows, Knights of Pythias, Red Men and Elks, and was an attendant at the First Presbyterian church.

He was instrumental in establishing the first city hospital in St. Petersburg and made good the plan for establishing the Masonic home for widows and orphans in St. Petersburg. He was the author of two volumes of poems, "A Bit of Lace" and "Woman and Other Poems".

Mr. Brown's mother, Mrs. A. L. Cummings, died several years ago in St. Petersburg.

In 1885 Mr. Brown was married to Emma Struby who died, the mother of three children, the only one of whom now living

being the son, Llewellyn Chauncey Brown. In 1898 Mr. Brown married Anna Struby, and they had one daughter, Louise, now Mrs. W. Orville Ray. He had one grandchild Mrs. Robert A. Zaiser and two great grandsons, Alan Zaiser and Kent Zaiser, whose father, Lt. Col. Robert Zaiser, U. S. Army, died in active service in the Air Corps. Mrs. Brown died January 31, 1942 and Major Brown died on August 16, 1944.

L. CHAUNCEY BROWN

Llewellyn Chauncey Brown was born at Louisville, Ky., July 11, 1886, the son of Llewellyn Buford and Emma Julia (Struby) Brown. He was educated at the University of Kentucky where he received the degree of bachelor of mechanical engineering in 1906 and the degree of electrical engineer in 1911.

From 1906 until 1910, Mr. Brown was employed as an engineer by the Western Electric Company in Chicago and New York. He then joined his father, publisher of The



L. C. BROWN

Evening Independent. He served as city editor of the newspaper until 1911, as managing editor and part owner from 1911 to 1919, and as general manager since 1919. He has been president of Evening Independent, Inc., and publisher, since 1927.

Mr. Brown served for twelve years as a member of the board of governors of the Chamber of Commerce and was president of the organization in 1921. He is a founder-trustee of the St. Petersburg Junior College and one of the incorporators of the institution. He was secretary of the City Advertising and Library Board, 1928-32; commodore of the St. Petersburg Yacht Club, 1924; director, Southern Newspaper Association, 1928-30; president, Community Chest, 1933-34; co-operative observer, U. S. Weather Bureau, 1914-46, and chief air raid warden, St. Petersburg area, 1941-44.

He is a member of Kappa Sigma, Tau Beta Pi, Sigma Delta Chi, Rotary, Elks, St. Petersburg Yacht Club, and Lakewood Country Club.

On September 16, 1915, Mr. Brown was married to Edwyna Marion Ames, of St. Petersburg. Mrs. Brown is active in Red Cross work.

Mr. and Mrs. Brown have a daughter, Marion Llewellyn, who was graduated from Sweet Briar College in 1938. She was married on August 29, 1939, to Robert Alan Zaiser who became a lieutenant colonel in the Army Air Corps during World War II and who died in active service. Col. and Mrs. Zaiser had two children: Alan Llewellyn, born January 17, 1942, and Kent Ames, born June 10, 1945.

DIXIE M. HOLLINS

Dixie M. Hollins was born in Pattonville, Texas, November 2, 1887, the son of William E. and Nannie E. (Smith) Hollins. His family moved to Kentucky when he was a child and he received his education in Kentucky schools, being graduated from the Bowling Green Business University and Normal School in 1908.

Coming to Florida in 1908, he located at Clearwater where he served for four years as principal of the high and grade schools. Upon the creation of Pinellas County in

1912, he was appointed by Governor Gilchrist as the first superintendent of schools of the new county and was later elected for two full terms of four years each.

During his term of office, the schools of Pinellas County won state-wide recognition because of their high standards and when he voluntarily retired from office, the county boasted of having one of the best school systems in the state, with either new or modernized buildings in every district, for both white and colored children, with transportation for rural pupils, and with many specialized courses. The high schools had the largest percentage of graduates of any county in the state.

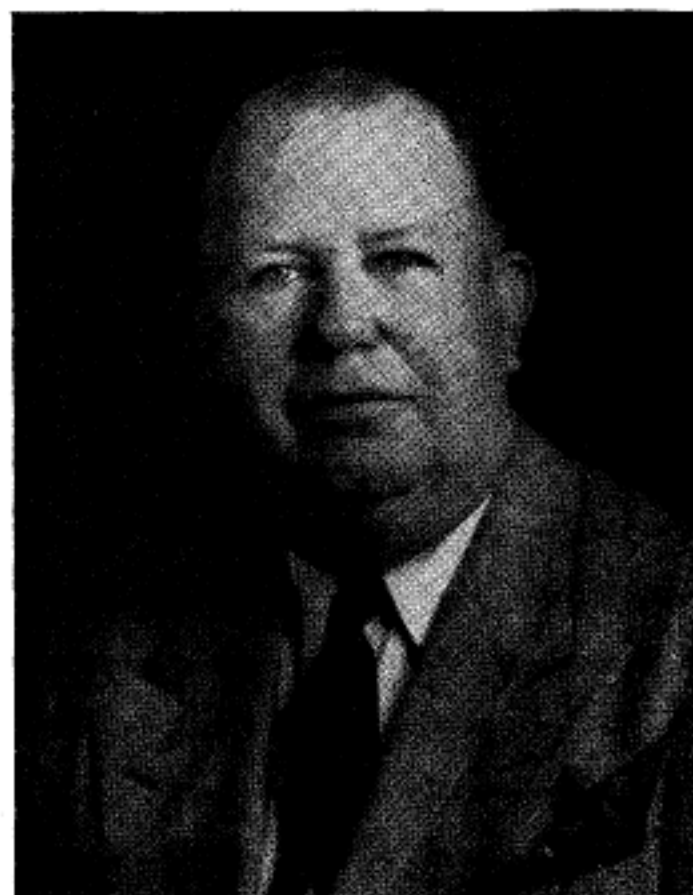
After retiring from educational work in 1920, Mr. Hollins engaged in municipal financing, specializing in proceedings contracts by which he undertook to originate, create, authorize, issue, validate, sell and deliver public bonds for practically all the towns, cities and districts in Pinellas County as well as in other parts of the state.

After the 1929 crash, Mr. Hollins turned down offers from large bond houses to represent them in their efforts to collect the defaulting obligations and, instead, represented the city and county taxpayers. He is credited with having refunded, single-handed, more than \$30,000,000 of the indebtedness of Pinellas County, securing substantial reductions in interest and, in some cases, reductions in principal.

In 1931, Mr. Hollins was elected chairman of a committee of thirty-seven leading citizens appointed by Mayor Henry W. Adams, Jr., to make a study of the debt problem then crushing the city. Largely as a result of his efforts, \$7,000,000 worth of city bonds were retired and the city's entire debt refunded, resulting in a great saving to the city. (See Index: Debt Refunding.)

During 1941 and 1942, Mr. Hollins acted as special consultant of the School Board in refunding the debt of the county's school districts and in 1945 he acted as bond consultant to the city of St. Petersburg in making further reductions in interest rates.

In 1930, Mr. Hollins purchased the abandoned Pasadena Golf Course which had grown up in weeds after the failure of the Pasadena Company. He rehabilitated the



DIXIE M. HOLLINS

course, built a clubhouse and developed a beautiful tropical park. The course has been leased to the city and is being operated as a municipal golf course.

In 1932, Mr. Hollins took over a large printing plant that had failed, organized a corporation consisting of the creditors, and developed it into the St. Petersburg Printing Company, of which he is president and principal stockholder. The concern is now recognized as one of the leading printing establishments of the state and has been widely praised for the high quality of its work.

In addition to his other varied interests and holdings, including real estate in downtown St. Petersburg, Mr. Hollins owns the Hollins Wood Ranch, a 20,000-acre cattle, hog and timber land in Citrus County.

Mr. Hollins, to use his own words, "has had the good fortune to be married twice," in 1906 to Miss Allie L. Cole, of Bowling Green, Ky., and in 1928, to Miss Clara M. Bohn, of South Bend, Ind. In all his varied interests, Mr. Hollins is closely associated with his only living son, Maurice L. Hollins.

EDWARD BENNETT WILLSON

Edward Bennett Willson was born on a farm five miles from Rock Hall, Maryland, August 20, 1874, the son of Richard Bennett Willson and Ella A. (McAdam) Willson.

The eldest of a family of nine children, Edward was educated in the public schools of Kent County about four miles from Rock Hall. He left home when he was 17 years of age to make his own way in the world.

He went to New York City, where he took a position in the packing department of the E. J. Denning store, which later was one of the Wanmaker Department Stores. A few weeks later on January 8, 1891, he entered the H. B. Claflin Company as a stock boy at \$250 a year. There he stayed until 1909, learning the business from the ground up. In 1901 he was given a job as traveling salesman for the store and for eight years he traveled in the southwestern part of the United States.

Mr. Willson's experience on the road convinced him that the time was ripe for business expansion in the South and, with a

business acquaintance, L. B. Irwin, came to St. Petersburg in 1909, choosing this town for a business venture, which eventually was made into a department store.

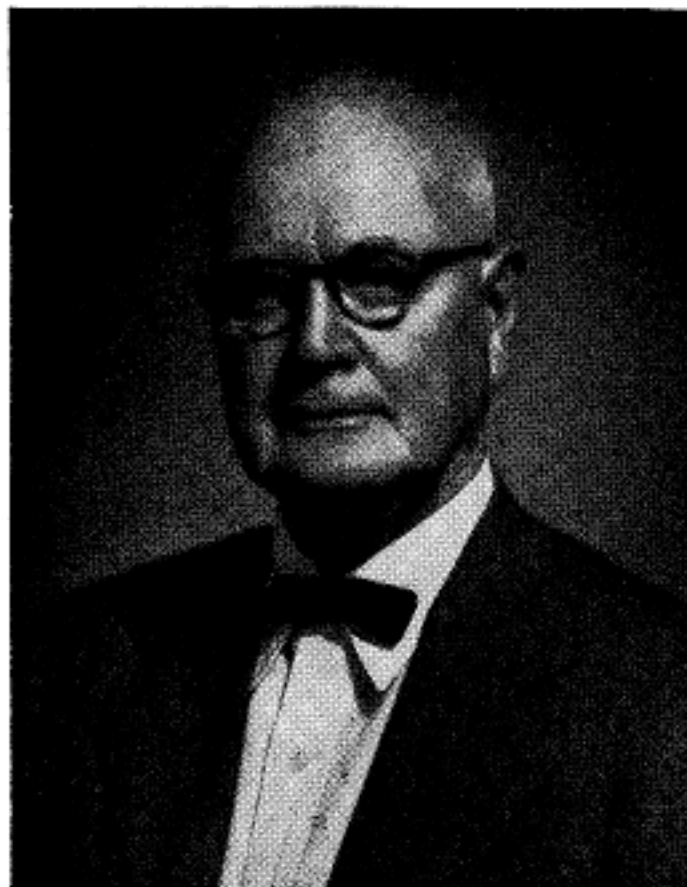
The two men associated themselves with the Misses Beulah and Lena Chase, who at that time had a small store which was divided between the Misses Chase and E. C. Kemp, who had a book and novelty store. In forming the corporation Miss Beulah C. Chase was made president; Mr. Irwin, vice-president; Miss Lena Chase, secretary, and Mr. Willson treasurer and general manager of the store.

The growth of the new business was rapid. From 1909, to 1914 the number of clerks increased from two to sixteen. In 1912 they bought a lot and in 1914 erected a five-story concrete building known as the Willson-Chase Company building, at that time the highest building in the city. It had the first elevator installed in the city. In 1922 they had outgrown the building and had Mrs. Haines, who owned the lot on the east side, build a four-story building and they rented the building from her. In the late 30's they bought the property from Mrs. Haines and now occupy both buildings and have 120 feet on Central Avenue, 100 feet deep.

Mr. Willson was a member of the St. Petersburg Yacht Club, the Rotary International, Knights of Columbus, the Elks, Woodmen of the World, Royal Arcanum, and the Chamber of Commerce. He is past president of the St. Petersburg Merchants' Association. He is a Catholic. He served as a director of the old First National Bank until the bank went out of business.

He was married in 1899 to Ida D. Newcomb of Rock Hall, Md. Mrs. Wilson died August 6, 1943. The Willsons had six children, four sons and two daughters. They lost two boys.

Edward Bennett Willson, Jr, is a twin and he and his brother Horace were born in Brooklyn, New York on February 6, 1900. Horace lived to be five years and three months old. Edward Bennett Jr., attended the public schools in Brooklyn, later came to St. Petersburg and went to the public schools, the University of Florida and North-



E. B. WILLSON

western University to complete his education. He is now a member of the Willson-Chase Company.

John Jay Willson was born in Flatbush, Brooklyn, New York on March 10, 1907. He attended public schools in St. Petersburg and then went to the University of Alabama. He always took a great interest in the Willson-Chase Company's business. In 1929 he became a member of the firm and in January, 1945, he was made vice-president and manager, which position he now holds. In 1931, he married Jane Hugin, of Memphis. They have two adopted children, a boy seven years old, James J. Willson, and a girl, born on December 6, 1946, Jane Lee. In 1947 he was president of the Merchants' Association, vice-president of the Florida State Retailers' Association, and a member of the Advertising Club, Dragon Club and Sigma Alpha Epsilon Fraternity.

Mary Louise Willson Kincaid was born September 26, 1908, attended the public schools here and the Fairmont College in Washington, D. C., and when she had finished there went to Tallahassee for further study. She is now married to Alfred Jennings Kincaid of New Orleans. They have one child, Kathy Kincaid, born September 17, 1945.

Helen Burl Willson Coyle was born in St. Petersburg January 1, 1911, was educated in the public schools here and at Gunstan Hall and Fairmont College in Washington, D. C. She is married to Henry F. Coyle of Jersey City, N. J.

AL. F. LANG

Albert Fielding Lang was born in Pittsburgh, Pa., November 16, 1870, the son of James Fielding and Harriett S. (Becket) Lang. His father's people were from New Hampshire and Vermont. His paternal great-grandfather traveled from New England to Shippensburg, Pa., in a Conestoga wagon over the mountains.

Mr. Lang attended the public schools until he was fourteen years old when he started working for a Pittsburgh laundry where he remained eleven years. In 1895 he founded the Lincoln Laundry which he developed into one of the largest concerns of its kind in the Pittsburgh area.



AL. F. LANG

On November 15, 1910, Mr. Lang was married to Katherine Marie Fagen, daughter of John Edward and Clara (Hatch) Fagen, of Philadelphia.

Mr. Lang had sold his business because of ill health a year before, and shortly after his marriage, he came to Florida with Mrs. Lang. They went first to Fort Myers but did not like it there. Then they came to St. Petersburg. Four days later they purchased a home on Beach drive—and they have made St. Petersburg their home ever since.

Because of Mr. Lang's keen interest in baseball and the phenomenal success he has had in bringing big league teams to St. Petersburg for their spring training, he has become nationally known as St. Petersburg's "ambassador of baseball."

Before Mr. Lang came to Florida, no big league team had ever trained on the Florida West Coast. He changed the big leaguers' habits. He had always been an ardent baseball fan and had a wide acquaintance with the owners and managers of big league clubs. The St. Louis Browns trained here in the spring of 1914 but an East Coast

City made the team a better offer to get the team the following year.

To even up the score, Mr. Lang went to Philadelphia and persuaded Pat Moran, manager of the Philadelphia Nationals, to bring his team here in 1915. The Phillies came and then proceeded to win fourteen out of the first fifteen games played. Because of the fine weather the Phillies had had while training, St. Petersburg received much of the credit—and national publicity—for the team's achievements.

After World War I, Mr. Lang played a leading role in bringing the Indianapolis American Association team to St. Petersburg and later the Boston Braves, New York Yankees, and St. Louis Cardinals. Every spring, Mr. Lang spends practically all his time with the ball players and knows almost every major leaguer by his first name.

Mr. Lang was honored in the spring of 1947 by having St. Petersburg's new baseball park named after him. The Al Lang Field was dedicated March 12, 1947, at one of the biggest sport events ever held in the city. (See Index: Al Lang Field, also, Baseball.)

In 1916, Mr. Lang was elected mayor of St. Petersburg and in 1918 he was re-elected for another two-year term. While he was mayor, St. Petersburg became a full-fledged city and he helped materially in the change. Through his efforts, push carts and peanut wagons were barred from Central avenue and merchants were compelled to take their wares off the sidewalks and also to remove overhanging signs. He also was responsible for an ordinance which helped to make St. Petersburg's benches famous. (See Index: Green Benches.)

Mr. Lang was president of the West Coast Telephone Company for two years prior to its purchase by the Peninsular Telephone Company.

He was one of the founders and president for fifteen years of the St. Petersburg (Jungle) Country Club. He is the oldest living paying member of the Chamber of Commerce and is a charter member of the Rotary Club, St. Petersburg Yacht Club, and the St. Petersburg AAA club. He is a director of the St. Petersburg Junior College. He is a thirty-second degree Mason and a Shriner. Mrs. Lang has been active for many years in women's organizations.

PAUL R. BOARDMAN

Paul R. Boardman was born in Pittsburgh, Pa., January 28, 1882, the son of James L. and Rebecca J. (Hall) Boardman, both natives of Pennsylvania. After receiving a public school education he became an employee of the Carnegie Steel Company.

In 1903, Mr. Boardman entered the real estate business, becoming associated with the real estate firm of Gault & Giffen, of Pittsburgh. In 1909, the firm took over the general agency of the Florida Association's holdings in the Pinellas Park section, which then was being widely advertised. In 1910, he decided to make Florida his home.

Coming to St. Petersburg, he established the real estate business known as Boardman & Getts. In 1916, he established the automobile business known as Boardman & Vogel which later was incorporated as Boardman, Vogel & McCrea with Mr. Boardman as president.

After serving for several years on the board of governors of the Chamber of Commerce, Mr. Boardman was elected president in the fall of 1916 and served during 1917. In 1918 he was elected president of the Pinellas County Board of Trade and served until he entered government service.

In July, 1918, Mr. Boardman was appointed by the United States Shipping Board Emergency Fleet Corporation as manager of the town of Harriman, Pa. Here he had complete charge of the housing facilities for about 10,000 persons as well as the operation of all municipal departments. He continued this work after the armistice until the fall of 1921.

When Mr. Boardman's work at Harriman was finished, he returned to St. Petersburg and re-embarked in the real estate and insurance business. After being in business for himself a year, he organized the Boardman-Frazee Realty Co., Inc., of which he was president. The corporation was the general selling agent for the Shore Acres development. Mr. Boardman also was president of the Shore Acres Construction Co.

Always an ardent baseball fan, Mr. Boardman played a leading part in bringing the first major league baseball team to St.

Petersburg for spring training—the St. Louis Browns, who came in the spring of 1914. (See Index: Baseball.)

In 1922, Mr. Boardman was appointed city commissioner to fill the unexpired term of A. F. Thomasson, resigned, and in April, 1923, he was elected to serve the regular two-year term. While in office, he served as a member and chairman of many waterfront committees and devoted much of his time to the extensive development work then being done by the city.

Although Mr. Boardman has not sought public office in recent years, he has been very active in a wide range of civic affairs. Most of his time, however, is devoted to the affairs of the Boardman Realty Company and the Boardman Insurance Agency; Mr. Boardman is owner of both. In 1944 he organized the St. Petersburg Realty Co., Inc., as an investment company. This company is now owned outright by Mr. and Mrs. Boardman. He is also president of the Standard Tung Oil Co., Inc., developers and owners of extensive tung oil orchards in Florida and South Georgia.

Mr. Boardman was one of the organizers of the St. Petersburg Real Estate Exchange in 1912 and served as a director and officer during its entire existence. For many years, he has been an active member of the St. Petersburg Board of Realtors, of which he is a past president, and the Florida Association of Realtors. He is now chairman of the important legislative committee of the latter organization.

Mr. Boardman has served as a member and a past chairman of the board of trustees of the First Congregational church of which he is an active member. He is also president of the Woodlawn Community Club.

In April, 1905, Mr. Boardman was married to Ada L. Kemble, of Pittsburgh. Mrs. Boardman died in April, 1929. On August 19, 1936, Mr. Boardman was married to Mildred Potter Barnet, of West Newton, Mass.

Mr. Boardman has two children: Paul K., born October 24, 1906, and Helen Ada, born January 11, 1910. Both were graduated from the St. Petersburg high school. Paul attended the University of Florida and Helen, the Florida State College for Women.



PAUL R. BOARDMAN

Paul K. Boardman, who is St. Petersburg representative of the Penn Mutual Life Insurance Co., was married on June 2, 1928, to Hazel L. Eroh. They have three children: Doris Jean, born March 4, 1929; Mary Helen, born October 25, 1930, and Paul K., Jr., born September 2, 1932.

Helen Boardman was married on February 25, 1939, to Grafton Day Frazer. They have a son, John Paul Frazer, born November 8, 1943.

BRUCE B. BLACKBURN

Bruce Benjamin Blackburn was born in Oaktown, Ind., August 23, 1894, the son of William Shelby and Ivy (Chambers) Blackburn. He attended public schools in Edwardsport and Vincennes, in Indiana, and in 1909, when his family moved to St. Petersburg, he enrolled at St. Petersburg High School where he was graduated in 1911.

Shortly after finishing high school, he joined his father in the garage business. Later he worked for a garage in Clarksburg, W. Va. He then became connected with the

Willard Storage Battery Company and studied business administration in Atlanta, Ga., and chemical and electrical engineering in the company's main plant at Cleveland.

After attending the Willard schools he went into business for himself establishing the St. Petersburg Battery Company. He sold the business early in World War I to enlist in the army. He became a sergeant first-class and served a year overseas in the motor transport corps.

When discharged from the service, Mr. Blackburn returned to St. Petersburg and bought back his storage battery company. Soon afterward he became a distributor for the Willard Storage Battery Company, with headquarters in Tampa, and served seventeen Florida counties. In 1929 he sold his interests in the battery business and became engaged in road contracting work. He also established the Lakeview Dairy Farm, in the Lakeview avenue section. He also owns and operates the Blackburn Plantation consisting of 200 acres of land in Barnesville, Ga., where he raises cotton, sweet potatoes, oats and cattle.



BRUCE B. BLACKBURN

Always interested in community affairs, Mr. Blackburn was persuaded to become a candidate for mayor of St. Petersburg in the May primaries of 1947. Elected by a substantial majority, he took office July 1, and has devoted his full time to city affairs, without remuneration, ever since.

He is a past president of the Fruitland Heights Community Club, a past commander of the L. M. Tate Post No. 39, Veterans of Foreign Wars, and is a board member of the Pinellas County Dairymen's Association. He is a member of the Fifth Avenue Baptist Church. He is a charter member of the Kiwanis Club of Barnesville, Ga. On April 19, 1918, he was married to Beatrice Mary Lehmer, of Harrisburg, Pa. Mrs. Blackburn has taken an active part in civic affairs and is particularly interested in P.T.A. work. She is a past president of the Ladies Auxiliary to the Veterans of Foreign Wars and DeMolay Mothers Club. She is a life member of the Interlock Club, is the treasurer of Women of the Chamber of Commerce, and, during the war, served as chairman of the Pier Recreation Center.

Mayor and Mrs. Blackburn have two children, Bruce Blackburn, Jr., born April 12, 1921, and Virginia Ruth, born February 7, 1923. Both are graduates of St. Petersburg High School. During World War II, Bruce served three years in the army, becoming a first lieutenant. He attended St. Petersburg Junior College a year and was graduated from Georgia Tech, in Atlanta, in June, 1947. He assumed active management of the Lakeview Dairy Farm in January, 1947. On July 24, 1944, he was married to Martha Fowler, of Athens, Ga.

After being graduated from St. Petersburg High School, Virginia Blackburn attended Wesleyan Conservatory, in Macon, Ga., from which she was graduated cum laude, piano major. She was married to Lieut. Col. Richard Larkin Hearn, of Macon, Ga., and is now living in Atlanta, Ga.

CHARLES A. ROBINSON

Charles A. Robinson was born in Riley, Mich., November 12, 1895, the son of Oscar D. and Nellie (Stevens) Robinson, both natives of Michigan.

Oscar Robinson's health failed in 1899 and he brought his family to St. Petersburg. During the following year he spent practi-

cally all his time outdoors, raising pine-apples, and his condition improved so rapidly that he was able to return to Michigan in 1900. He returned ten years later to make this city his permanent home and became actively engaged in construction work, building many homes. He also leased the Arcade Hotel and operated it until the building was taken over by the Harrison-Powell Co.

Charles A. Robinson attended the public schools in Lansing and Battle Creek, Michigan, and was graduated from St. Petersburg High School in 1914. During the following two years, he studied at Stetson University. In 1916, he went to New Orleans and became engaged in the printing business, becoming a member of the firm of Jones, Robinson & Co., manufacturing stationers.

During World War I he enlisted in the U. S. Naval Air Forces and, thirteen days later, was sent to France where he was stationed at Paulliac. He served for a year in France as an electrician first class.

After being discharged from service, Mr. Robinson returned to his printing concern in New Orleans. He sold his interest in the firm in 1925 and came back to St. Petersburg. He spent the next three years managing the family's properties and then enrolled in Stetson University from which he was graduated with an LL.B. degree in 1931.

Admitted to the Florida bar in 1931, Mr. Robinson joined with James T. Smith and formed the law firm of Robinson & Smith. The partnership was dissolved in 1942 and since then Mr. Robinson has practiced individually.

Mr. Robinson is a past commander of the American Legion, Post No. 14, of which he has been a member for many years. He is a past president of the St. Petersburg Civitan Club and a past district governor of Florida District of Civitan International. He was formerly active in Masonic work. He is a member of Pi Kappa Phi fraternity, Sigma Nu Phi legal fraternity, the St. Petersburg and Florida bar associations, St. Petersburg Yacht Club, Pass-a-Grille Yacht Club, and the Chamber of Commerce. He is vice-president of the Veterans Advisory Council and formerly served as a board member of the Crippled Childrens Hospital.



CHARLES A. ROBINSON

In 1920, Mr. Robinson was married to Leona E. Schneider, of New Orleans. They have a son, Charles A., Jr., born February 9, 1923, who was commissioned as an ensign in the U. S. Maritime Service in World War II and served three years at sea as a licensed deck officer. In 1947 he was studying law at Stetson University. He is a member of the Junior Chamber of Commerce, St. Petersburg Yacht Club, and ATO fraternity which he joined while attending the University of Florida before the war.

C. M. BLANC

Charles Monroe Blanc was born in Knoxville, Tenn., September 15, 1867, the son of Charles L. and Mary Jane (Master-son) Blanc. He was educated in the public schools of Knoxville.

When twenty years old he left his father's farm and learned the carpenters' trade in Knoxville. Later he worked for a construction crew which built a railroad into the timber lands of Kentucky, became

overseer for a large mining company, and then formed a company to timber off a large stand in Elk Valley, Tenn.

After work on the timbering project was completed, Mr. Blanc went to Knoxville and organized the Broadway Manufacturing Co., a large lumber and building supply firm. He continued as head of the firm for many years.

In the fall of 1910, Mr. Blanc was persuaded by a friend, Capt. W. O. White, to come to Florida. He intended to stay only a week or two but when he came to St. Petersburg he liked the town so well that he decided to live here permanently. He returned to Knoxville, sold out his interests, and with White entered the real estate business in St. Petersburg, forming the firm of Blanc & White. He has continued in the real estate business since that time.

Mr. Blanc has taken a keen interest in civic affairs ever since coming to St. Petersburg. He was an active worker of the Chamber of Commerce during its formative years, is a charter member of

the Kiwanis Club, a member of the board of the Y.M.C.A., and supports Red Cross and other activities.

In 1926 he was prevailed upon to be a candidate for city commissioner. He received the largest number of votes cast and became mayor of the city. During his administration, the Recreation Pier (q.v.) was built.

Mr. Blanc was married in 1888 to Betty Carroll, of Knoxville. They had three sons: Carrol Charles, born in 1889; Robert Gilbreath, born October 15, 1892, and Frank Edward, born March 10, 1900.

Carrol Charles Blanc died in 1946, leaving his widow, the former Marie Knott, of Knoxville, and a son, Charles, who now live in Tampa.

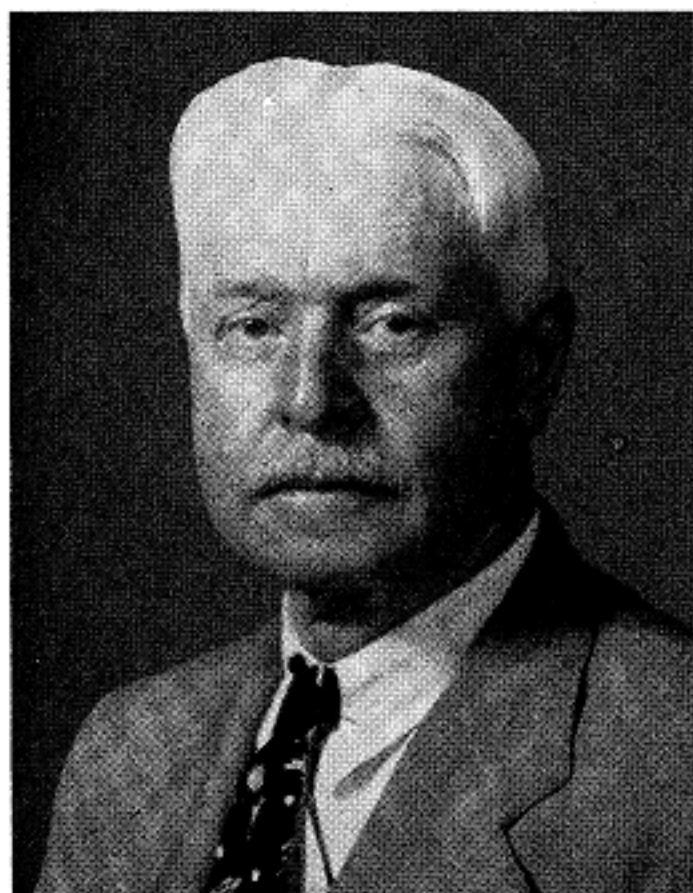
Frank Edward Blanc is now in business in Knoxville, living in the former Blanc home.

Robert Gilbreath Blanc was graduated from the Knox County High School, of Knoxville, and later attended business college there. After coming to St. Petersburg he was connected with the West Coast Title Company for a number of years and in 1922 he joined his father in the real estate business, the firm name then being changed to Blanc & Blanc, now one of the leading real estate firms in St. Petersburg.

Like his father, Robert Blanc took an active part in civic affairs. He was elected to the city council in 1931 and two years later was chosen by the other councilmen to serve the city as mayor. While in office, from 1933 to 1935, the city made rapid strides in recovering from the financial problems it inherited from the boom days.

Robert Blanc has been a member of the Masonic lodge for many years. He has been president of the Shrine Club, which he helped organize, and the St. Petersburg Civitan Club, and is a member of Selama Grotto. He is a member of the board of directors of the Crippled Childrens Hospital and has been active in many other organizations.

On October 4, 1916, Robert Blanc was married to Olga Roberts, of Sarasota. They have a son, Robert DeVoe Blanc, who is now a dental surgeon, practicing in St. Petersburg.



C. M. BLANC

Mr. and Mrs. Blanc, Sr., were actively interested in the work of the First Baptist Church for many years, Mr. Blanc having served it for 37 years as deacon.

ROBERT J. McCUTCHEON, Jr.

Robert James McCutcheon Jr., was born February 11, 1892, in Campbell, Mo., the son of Robert James and Fannie M. (Roberts) McCutcheon.

Although he was born in Missouri, both parents were adopted Floridians, educated in Pasco county, and married there prior to their trip west. The McCutcheons returned to Florida in 1897 and took up residence in Dade city when young Robert was five years of age.

Robert McCutcheon, Sr., was for years associated with the Atlantic Coast Line Railway. He represented Pasco county in the Florida House of Representatives in 1907. In 1911 the family moved to St. Petersburg where the elder Mr. McCutcheon soon established himself as a merchant, a real estate broker and as the developer of Goose Pond Gardens, at that time the largest and most successful truck gardening venture in the county.

Robert McCutcheon, Jr., attended the public schools of Dade City, and was graduated from Weaverville College, Weaverville, N. C., in 1911. He then entered his father's store in St. Petersburg, but in April, 1912, T. A. Chancellor, president of the First National Bank sent for him and offered him a job. Mr. McCutcheon had had no thought of becoming a banker, but he accepted the opportunity and within a short time was made assistant cashier, and, later cashier and president of the bank.

During World War I Mr. McCutcheon was treasurer of the United War Workers campaign.

In 1930 the McCutcheon-Miller Corporation was formed to handle real estate, municipal bonds, tax collections, and insurance. The firm has operated to date.

Mr. McCutcheon was a committee clerk of the the Florida senate from Pasco County in 1909. He served St. Petersburg as councilman and mayor from 1939 to 1943. He is a past president of the St. Petersburg Chamber of Commerce and a past national coun-



ROBT. J. McCUTCHEON, JR.

cilior of the Chamber. He was, for 15 years, president of the YMCA, a post he retired from in 1946. He served four years as president of the Community Chest, and is now a director of that organization. He is a vice-president of Kiwanis club and served for years as treasurer of the First Baptist Church of St. Petersburg. He is now a member and chairman of the board of trustees of Fifth Avenue Baptist Church.

During World War II he participated in making arrangements for bringing United States troops to St. Petersburg for training purposes, and secured and inspected hotels for use by the government.

On August 5, 1914, Mr. McCutcheon was married to Beatrice Farmer, who lived most of her life in St. Petersburg but who was born in Starke, Fla. Mrs. McCutcheon was president of the Sinawik Club, and is a member of the Carreno Club, a director of the Y.M.C.A., and is active in the work of the Fifth Avenue Baptist Church.

The McCutcheons have three daughters. Lorraine McCutcheon Duncombe was born September 1, 1918, educated in St. Petersburg schools and Stetson University, and is

now a teacher of English in St. Petersburg High School. Martha Anne Morris was born December 1, 1923, educated in St. Petersburg schools and the University of Alabama, and is married to Walter S. Morris, Jr., of St. Petersburg. Norma Lynne McCutcheon was born September 6, 1936, and in 1947 was studying with a private tutor.

FRANK FORTUNE PULVER

Frank Fortune Pulver was born in Rochester, N. Y., November 12, 1871, the son of N. B. and Susan (Bennett) Pulver. He was the youngest of five children and, while still a child, had to help support his family. He sold newspapers and, when fourteen years old, he became an apprentice in a jewelry store. Later he worked for the Hampden Watch Co., in Springfield, Mass., and for the Elgin Watch Factory, in Elgin, Illinois.

While in Elgin, Mr. Pulver purchased a formula for the manufacture of chewing gum and at once started making Spearmint chewing gum. His business was successful



FRANK FORTUNE PULVER

and his novel advertising attracted the attention of William Wrigley, Jr., who bought out his formula and business in 1913. The reported purchase price was a million dollars.

Mr. Pulver also was interested in many other business enterprises, including the J. R. White Jewelry Company, the F. F. Pulver Celluloid Novelty Works, both of Rochester, N. Y., the Toothhill-McBeen Silverware Company, of Oswego, N. Y., and the Harry Hall Wrecking Company, of Buffalo, N. Y. He also marketed the Pulver chewing gum vending machine.

Mr. Pulver first came to St. Petersburg in 1911 and returned from time to time until 1917 when he decided to make this city his permanent home. In 1919 he purchased the Detroit Hotel, the Pass-A-Grille bridge, and later the Hollenbeck Hotel, the Elks Club property, and other properties. He also was financially interested in a number of St. Petersburg business concerns.

A strong believer in advertising, Mr. Pulver helped greatly in publicizing St. Petersburg. With the help of John Lodwick, city publicity director, he "invented" a Purity League which demanded that a bathing suit inspector be appointed by the city to "Protect our husbands from the wiles of the Sea Vamps" and to make sure that the one-piece bathing suits, then becoming popular, should cover at least half of the sea vamps' bodies. The story was carried in hundreds of northern newspapers.

Mr. Pulver also collaborated with Mr. Lodwick in working out many other publicity stunts which helped to make St. Petersburg known throughout the country. In addition he paid for full-page advertisements in northern papers to tell of St. Petersburg's attractions. To draw attention to St. Petersburg on his many trips North, he always wore a snow white suit, regardless of the weather.

Mr. Pulver was elected mayor of St. Petersburg December 20, 1921, to fill out the unexpired term of Noel A. Mitchell, who had been recalled a month before. He was re-elected on April 15, 1922. While in office he established the juvenile police court and he donated all his salary as mayor to the Milk Fund for Needy Children.

While in office, he made many political enemies, due to the fact that he was a strong, forceful character who believed in getting things done without the maneuvering and compromising so often necessary in political affairs. Three attempts to recall him were made: the first two failed but the third succeeded. After he was retired from office, even his worst political enemies conceded that he had done much to aid the city.

To publicize his ideas regarding what should be done to make St. Petersburg a better city, Mr. Pulver started a tabloid newspaper, the Daily News, which was published nearly two years. He lost approximately \$200,000 in the venture but he succeeded in pounding home the fact that the city needed a new water supply. Many of his suggestions were later adopted.

In recent years, Mr. Pulver has stepped out of the public limelight but he is still connected with several of St. Petersburg's largest concerns. He is a 32nd degree Mason, an Elk, a Shriner, and is a member of other organizations.

ROY LANE DEW

Roy Lane Dew was born in Trenton, Tenn., November 27, 1890, the son of Charles Givens and Bessie (Lane) Dew. He attended Trenton public schools and, when fourteen years old, began working on a farm near his home town.

In November, 1910, Mr. Dew came to Florida for his health and located in St. Petersburg. Two months later he went to work in the furniture department of the St. Petersburg Hardware Company, later known as the Harrison Hardware Company.

He continued with the concern until April, 1915, when he purchased from it the Cadillac and Dodge agencies and went into business for himself, establishing his garage at 239 Second avenue south. He remained at that location until 1924 when he moved to his present building on the northeast corner of Third street and Third avenue south.

Mr. Dew has continued to sell Cadillacs ever since he first started in business and has at present the oldest Cadillac agency in Florida and one of the oldest in the



ROY LANE DEW

United States. At various times he also sold Hudsons, Pierce-Arrows, Haynes and Hupmobiles.

Mr. Dew was one of the charter members of the St. Petersburg (Jungle) Country Club, the St. Petersburg Yacht Club, and the Rotary Club. He was one of the organizers of both the St. Petersburg Motor Club and the St. Petersburg Automobile Dealers Association and is a past president of both organizations. He was a director for two terms of the Chamber of Commerce and also was a director of the old Dixie Highway Association.

During World War II, in 1942, Mr. Dew served as chairman of the state committee which organized two companies for the Ordnance Department of the United States Army and received a citation from the government for his work.

On October 30, 1925, Mr. Dew was married to Norma Edwards, of Waco, Texas. Mrs. Dew is an active worker and an officer in several departments of the First Baptist Church. She has served the Junior League as a vice-president and in other offices; has been president of the

North Ward P. T. A.; served as staff assistant of the Red Cross during the war period, and has been an active worker on Community Chest and Red Cross drives. She also has assisted in the work of the Crippled Childrens Hospital and Florence Crittenden Home.

Mr. and Mrs. Dew have a daughter: Norma Jean Dew, born December 9, 1928. She was graduated from St. Petersburg High School in June, 1945, and in 1947 was a student at Sullins College, Bristol, Virginia.

A. CLARKE SIVITER

Alfred Clarke Siviter was born in Wilkensburg, Pa., October 9, 1891, the son of Alfred Ernest and Mary (Whitehead) Siviter. He attended public schools in Bellevue, Pa., and was graduated from high school in 1909.

After leaving school Mr. Siviter started working as a clerk in the First National Bank in Pittsburgh where he remained until 1911. He then came to St. Petersburg where he got a job working in the warehouse of the

St. Petersburg Hardware Company. A year later he was transferred to the sales force. In 1917 he was made vice-president of the concern which then had changed its name to the Harrison Hardware & Furniture Co. He continued with the firm through the boom days and during the depression which followed. The company was recognized in 1932 and the name was changed to the Harrison Hardware Co. Mr. Siviter became general manager and secretary-treasurer. He also became the principal stockholder. He operated the business until 1945 when he sold it to Maas Brothers of Tampa.

Mr. Siviter then established the Clarke Siviter Co., Inc., which handles a complete line of wholesale hardware, selling only to retailers and institutions.

Since coming to St. Petersburg Mr. Siviter has taken an active part in civic affairs. He served as a member of the board of governors of the Chamber of Commerce for ten years and was chairman of the City Hospital Board from 1924 to 1930. He was a charter member and past president of the Kiwanis Club and is a member of the St. Petersburg Yacht Club, Quarterback Club and the Lakewood Country Club. He was one of the organizers and a president of the St. Petersburg Baseball Association which succeeded in having St. Petersburg entered in the Florida State League, thereby bringing league ball to the city for the first time.

In 1917 Mr. Siviter was married to Irene Phillips, who died in 1920. They had a son, Robert E. Siviter, born November 12, 1918.

In 1938 Mr. Siviter was married to Mrs. Grace Hooper Clare who had three sons: Robert H. Clare, John H. Clare and Bailey Clare. All four boys are graduates of St. Petersburg High School. Robert E. Siviter was called into service immediately after being graduated from the University of Florida and served four and a half years in the South Pacific, becoming a lieutenant colonel. He is now president of the Clarke Siviter Co.

Robert H. Clare and his brother John joined the army air corps after leaving high school, becoming pilots and served in the European theater, being based in England. Robert H. Clare became a first lieutenant and John H. Clare a captain. Robert H. Clare is now vice-president of the Clarke Siviter Co.



A. CLARKE SIVITER

HENRY L. ERMATINGER, JR.

Henry Louis Ermatinger, Jr., was born in St. Louis, Mo., September 12, 1897, the son of Henry Louis and Mable (Hough) Ermatinger. He was educated in the public schools of St. Louis and Orlando, Fla., to which latter city the family moved in 1910.

In 1912 the Ermatinger family came to St. Petersburg. Two years later the father and son opened a men's hat store where the Pheil Hotel now stands. It was the first such business venture in St. Petersburg. During the years that followed stores were maintained at several locations along Central avenue and the business grew and prospered, three stores being kept in operation at one time.

Fine Panamas were imported from Central and South America, which found ready sale among the tourists who came to St. Petersburg from many states of the Union. The best of the domestic makes of high grade hats also were stocked, and for many years these hats were the sole item of business. Later the manufacture of fine felt hats became an important part of the business which grew rapidly.

Mr. Ermatinger, Sr., took a keen interest in his community and was especially active in Masonic work. He founded the St. Petersburg chapter of the Order of DeMolay, and the Egypt Temple of Tampa. He retired in 1935 and died ten years later.

Following in his father's footsteps, Henry Louis, Jr., also has identified himself with the work of the several Masonic bodies in St. Petersburg. He is a former member of the Yacht Club and a member of the Chamber of Commerce.

September 7, 1920, he was married to Natalie Fry of St. Petersburg. Mrs. Ermatinger is a former member of Pilots' Club and past president of Knights of Templars Auxiliary.

Mr. and Mrs. Ermatinger have two sons.

Henry Louis Ermatinger, III, was born December 7, 1923. After graduation from St. Petersburg Junior College he enlisted in the Army Air Forces, and served in the Tactical Reconnaissance Division as pilot of a P-51. Upon completion of his missions in France, he was returned to this country and



HENRY L. ERMATINGER, JR.

later received his discharge. He was married to Patricia Ann Miller of St. Petersburg in 1944. They have two children. Just prior to his grandfather's death in 1945, Henry became a member of the Ermatinger firm.

The second son, William Albert Ermatinger, was born July 21, 1926. He was educated in the public schools of St. Petersburg and was overseas two years with the Naval Amphibious Forces.

BAINBRIDGE HAYWARD

Bainbridge Hayward was born November 1, 1889, in Brooklyn, N. Y., the son of William Bainbridge and Amalia (Kloman) Hayward. He was educated in the Brooklyn public schools and was graduated from high school in 1907. He started working soon afterward in an investment house on Wall Street.

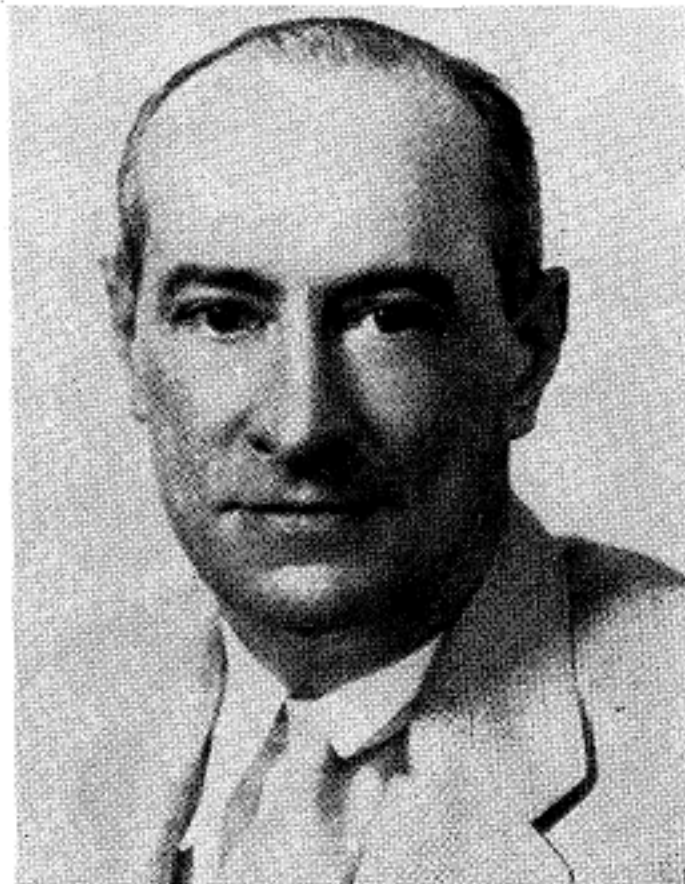
Desiring to see something of the country, Mr. Hayward came to Florida in the fall of 1912 and finally located in St. Petersburg, securing a job as night clerk in the

Detroit Hotel, then owned by C. N. Crawford. In the spring of 1913, he went back to New York where he remained a year and a half. His health then failed and when he received a letter from Mr. Crawford saying that his old job was open, he returned to the Detroit. In the summer of 1917 he enlisted in the U. S. Navy and he served until late 1918, making six trips across the Atlantic in a cruiser which convoyed troops.

Returning to St. Petersburg after the war ended, Mr. Hayward was made manager of the Detroit by Frank Fortune Pulver who had purchased it from Mr. Crawford the year before. In 1938, Mr. Hayward took a long-term lease on the hotel at First avenue south and Third street which had been purchased and completed by Edward S. Moore. Mr. Hayward named the hotel "The Bainbridge" and he has operated it ever since.

Elected a city commissioner in 1937, Mr. Hayward served a four-year term.

Mr. Hayward is a member of the Blue Lodge, Chapter, Commandery and Shrine of the Masonic Lodge and is a member of the



BAINBRIDGE HAYWARD

American Legion and 40 et 8. In 1947 he was president of the St. Petersburg Hotel Association. He is a former director of the Florida State Hotel Association.

On July 27, 1936, he was married to Miss Gertrude Coswell, of Mobile, Mo. Mr. and Mrs. Hayward have a daughter, Lucille, born August 27, 1939.

Mr. Hayward is considered one of St. Petersburg's leading baseball fans and he has been host to the St. Louis Cardinals at the Bainbridge every year the team has come to St. Petersburg since the hotel opened, December 15, 1939.

ROBERT B. LASSING

Robert B. Lassing was born at Burlington, Ky., March 15, 1895, the son of Judge John M. and Mary (Brady) Lassing. He received his grade school education in Boone County, Ky., was graduated from Newport high school in 1910 and took his A.B. degree at Centre College, Danville, Ky., in 1914, and, in 1915, his Master's degree.

Mr. Lassing enlisted as a Naval Aviation student pilot in 1918, and was retained in service until July 1, 1921, when he was discharged with rank of Chief Aviation Pilot.

Upon his discharge he returned to St. Petersburg where his father, the late Judge Lassing, had established a permanent winter home. Judge Lassing first came to St. Petersburg in the winter of 1913. A noted financier and attorney, the judge had served his native state at various times as county attorney, county judge, judge of the circuit court and justice of the Court of Appeals, the highest court of law in Kentucky.

Taking a deep interest in his adopted city, Judge Lassing was a prominent figure in the early development of St. Petersburg. Believing that the city waterfront should be retained and beautified for use of the public, he donated part of a southside waterfront tract of land, which since has been known as Lassing Park.

In 1922 the J. M. Lassing & Sons Company was formed, with Judge Lassing as president, Robert B. Lassing, treasurer, and another son, Warren, as secretary. The company dealt in collateral, trust and municipal bonds, and was instrumental in financing

several large construction projects in St. Petersburg, including the Suwannee Hotel, Jungle Hotel, Haines building, Sumner building, Coca Cola building and many private homes and commercial projects in the city.

Judge Lassing continued his summer home and active practice of law in Boone County, Ky., until the year of his death, 1936. The finance company here in St. Petersburg was dissolved the previous year.

One year prior to his father's death, Robert Lassing became property manager of the local office of the Commonwealth Life Insurance Company of Louisville, Ky., and was later appointed a director in this company. He has been interested in many local enterprises, having been one of the original stockholders and a director of the Vinoy Park Hotel Company, treasurer of the Dew Motor Company, and president of the West Coast Oil Distributors. Since 1927 he has been manager of the Royal Palm Cemetery Association.

Mr. Lassing also is co-owner with his two brothers, John and Warren, of the Home Service Laundry in St. Petersburg. He performed a signal service for his community when, as chairman of the committee appointed to study possible sources of water supply for the city, he recommended that the city purchase the Cosme-Odesa Watershed property, thus assuring St. Petersburg an unending source of pure fresh water at a cost far less and with more certain supply than had the city continued with its program of obtaining water from driven wells.

Mr. Lassing is a member and past commodore of St. Petersburg Yacht Club, a member of Pasadena and Sunset Golf Clubs, former member of Rotary, a Presbyterian and a member of the Quarterback Club. He consistently supports the work of the Chamber of Commerce, serving repeated terms as a committee member, his work on the sports committee being outstanding.

In November, 1916, he was married to Jennie May McCall of St. Petersburg. Mrs. Lassing is a noted sportswoman, and has won honors as the champion woman golfer of St. Petersburg, and as an angler and Tarpon Roundup contestant, having won many awards with tarpon she has boated, including one year's contest winner.



ROBERT B. LASSING

The Lassings have one daughter, June Lassing Wittmer, born January 30, 1919. June was educated in the public schools of St. Petersburg, attended St. Briar College and was graduated from the University of Kentucky with A.B. Degree. She is a member of Delta Delta Delta sorority, and is married to Oliver Wittmer of St. Petersburg. The Wittmers have two children.

During World War II Mr. Lassing enlisted in the U. S. Coast Guard Reserves, (October 23, 1942,) as a boatswains mate, first class. He served until September 30, 1945, when he was released from service with rank of ensign.

WALTER L. TILLINGHAST

Walter Lenoir Tillinghast was born on a farm near Fayetteville, N. C., August 27, 1881, the son of Walter A. and Caroline (Williams) Tillinghast, both natives of North Carolina. He was educated in Fayetteville public schools.

Mr. Tillinghast worked on his father's farm until he was twenty years old when he

was employed as a clerk at a shoe store in Fayetteville. In 1909, he decided to come to Florida. Locating in Orlando, he started working at a shoe store owned by E. G. Duckworth. Four years later, Mr. Duckworth sent him to St. Petersburg to open a new store. Mr. Tillinghast managed this store until 1918 when he bought out Mr. Duckworth and established the Tillinghast Shore Store. He continued to own and operate the business until he closed out in 1937.

During the next two years, Mr. Tillinghast was in charge of the auto license department of the county tax collector, J. B. Starkey. On March 1, 1939, he joined the First Federal Savings & Loan Association and in 1940 was made vice-president of the institution. He has served in that capacity ever since.

Always actively interested in civic affairs, Mr. Tillinghast joined the Chamber of Commerce when the "Young Turks" took over and served as a member of the board of governors for more than fifteen years. He served as president of the Chamber in 1928-29. He is a past president of the Merchants



W. L. TILLINGHAST

Association, a 20-year member of the Rotary Club, a charter member and past president and now board member of the St. Petersburg Motor Club, a former board member of the Community Chest, and a member and secretary of the vestry of St. Peter's Episcopal Church.

On August 12, 1912, Mr. Tillinghast was married in Boston to Frances S. Whiting.

CHARLES CARL CARR

Charles Carl Carr was born in Lebanon, Ind., January 11, 1884, the son of Finley T. and Annie (Quiett) Carr. His father's family went to Indiana in its early days from Maryland and his mother's family was one of the pioneer families of Nicholas County, Kentucky.

Mr. Carr was graduated from the Lebanon high school in 1902 and in 1909 from the University of Indiana where he received the degree of bachelor of arts. While at the university he was a reporter for several newspapers and during college vacations was a staff member of the Chicago Inter-Ocean.

Upon his graduation from the university, Mr. Carr went to the Panama Canal Zone where for four years he was a member of the civil administration staff of the United States government, becoming superintendent of the Canal Zone high schools. While there he co-authored with Frank A. Guise "The Story of Panama," published in 1912, by Silver Burdett. The book is still used as a reference book in high schools and junior colleges.

When his work for the government was ended, Mr. Carr returned to Indiana where, in 1913, he owned, together with Paul Poynter, the Daily Times of Sullivan. The next year he came to St. Petersburg to buy into the St. Petersburg Times and take over its management.

In 1923, he sold his newspaper interests to establish a national advertising agency to handle Florida community advertising in northern newspapers and magazines. This concern was known as the C.C. Carr Advertising Agency, later becoming the Lesan-Carr Advertising Agency, with offices in

New York and Chicago. He sold the agency in 1927 to become again part owner and general manager of the St. Petersburg Times. He remained with the Times until 1934 when he sold his interests and accepted the position of Director of Public Relations with the Aluminum Company of America, with which corporation he is still connected.

His duties with Alcoa include direction of the company's public relations activities on the various fronts of employee, customer, competitor and general public relations. He is also advertising manager, in direct charge of a budget which exceeds two million dollars annually. Mr. Carr is widely known nationally in public relations and advertising circles. He is a past chairman of the board of the Association of National Advertisers and former chairman of that body's public relations committee. He is a frequent writer of articles appearing in the trade press in the publishing and public relations fields.

While in St. Petersburg, Mr. Carr took an active part in civic affairs. He was a member of the board of governors of the Chamber of Commerce for a number of years and was chairman of the Pinellas County School Board for four years. He also was active in Democratic politics in the county. In 1928 he was appointed chairman of a special committee of twenty-five leading citizens to study the city's water problem and make a recommendation regarding what should be done to secure a good, dependable supply. After two years of investigation and consideration of all known sources, the committee recommended the Cosme-Odesa region. The committee's recommendation was approved by the voters and the city now obtains its water from that source.

Mr. Carr is a past president of the Rotary Club, a 32nd degree Mason, Scottish Rite, and is a Shriner. He is a member of the Delta Tau Delta college fraternity.

Mr. Carr was married in New York City, September 17, 1912, to Marion Sukeforth. Mrs. Carr is a graduate of Adelphia College, Brooklyn, and is active in the Kappa Alpha Theta college sorority. Mr. and Mrs. Carr have one daughter, Marjorie Louise, now



C. C. CARR

Mrs. James C. Fausch. There are two grandchildren, Joan Elizabeth and Marion Carr Fausch.

PAUL POYNTER

Paul Poynter was born in Eminence, Morgan County, Indiana, March 29, 1875, the son of Jesse A. and Letitia (Bennett) Poynter. He received his education in Indiana where he was graduated from DePauw University, in Greencastle, in 1897.

Immediately after his graduation, Mr. Poynter purchased the Sullivan (Indiana) Democrat, a weekly, and subsequently became publisher and owner of several newspapers. He established the Sullivan Daily Times in 1903, and owned and published newspapers in Noblesville, Ind., Seymour, Ind., Columbus, Ind., Kokomo, Ind., and Clearwater, and Sarasota, Fla., and Hickory, N. C.

In August, 1912, Mr. Poynter came to St. Petersburg and within twenty-four hours after his arrival he bought controlling interest in the St Petersburg Times. He took

over as publisher of the Times on Sept. 1, 1912.

Mr. Poynter is a member of the Masonic Lodge, the Elks, the St. Petersburg Yacht Club, the Bath Club. For many years he was a member of the Rotary Club of Kokomo, Ind. and St. Petersburg. He is a member of the Christian Science Church.

On April 11, 1900, Mr. Poynter was married to Alice Wilkey, in Sullivan, Ind. They have two children: Eleanor Allen Poynter Jamison, now manager of the Sullivan Daily Times, and Nelson Paul Poynter, now executive vice president of the Times Publishing Co. Mrs. Poynter has served for many years as a member of the board of trustees of the Indiana Prison Board.

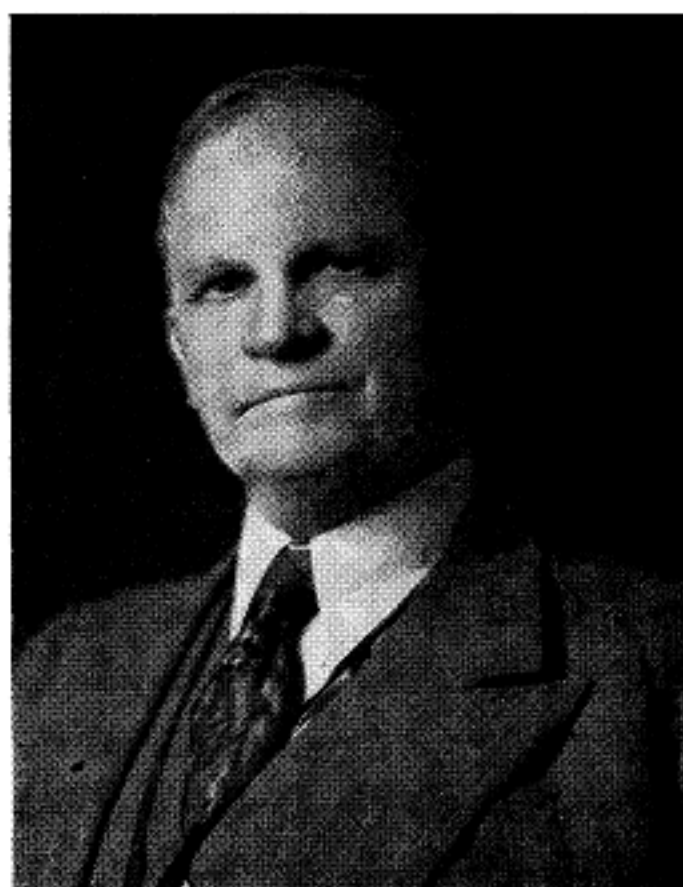
NELSON P. POYNTER

Nelson P. Poynter was born Dec. 15, 1903, in Sullivan, Ind., the son of Paul and Alice (Wilkey) Poynter. He received an A. B. degree at Indiana University in 1924 and a M.A. degree at Yale in 1927.

He started in newspaper work as news editor of the Japan Times, in Tokyo. In 1928



NELSON P. POYNTER



PAUL POYNTER

he purchased the Clearwater Sun from his father and James Brumby and sold it to Victor Morgan. In 1929 he purchased the Kokomo Dispatch. He sold that newspaper in 1930 and joined the Scripps-Howard Newspapers. In 1931 he became business manager of the Washington Daily News, Washington, D. C. and in 1935 editor and publisher of the Columbus, Ohio, Citizen.

In 1937, he became business manager of the Minneapolis Star. In March, 1938, he returned to St. Petersburg to become editor and general manager of the St. Petersburg Times, of which he is now executive vice-president and editor. He is the owner of Radio Station WTSP and is the founder, editor and publisher, with Mrs. Nelson Poynter, of Congressional Quarterly, Washington, D. C.

Mr. Poynter was engaged in foreign information for the government during World War II. He was called to Washington a year before the U. S. became involved in the War. With Robert Sherwood, the playwright, he activated the Foreign Informa-

tion Service for General William H. Donovan. The FIS later became the overseas branch of the Office of War Information.

He is a member of Phi Gamma Delta, Sigma Delta Chi; Yale Club, New York City; National Press Club and Metropolitan Club, Washington, D. C., and the Yacht Club and Bath Club, in St. Petersburg.

On August 8, 1942, Poynter was married to Henrietta Malkiel. By a former marriage, Mr. Poynter has two daughters—Nancy Alice and Sarah Catherine.

JOHN WESLEY DAVIS

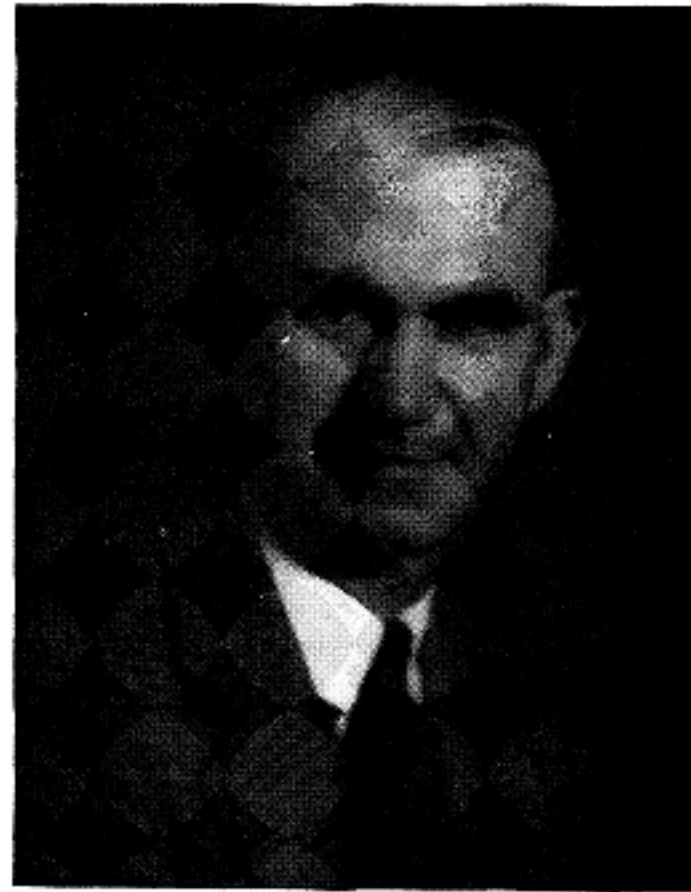
John Wesley Davis was born in Markle, Ind., February 21, 1892, the son of John W. and Nancy Ann Davis. He was graduated from Markle High School in 1911 and later attended Valparaiso University at Valparaiso, Ind. He then became a teacher in Roanoke, Ind.

Mr. Davis came to Florida in 1914 and accepted a job as chef in a cafe at Clearwater. But he burned a beef roast and was fired. Deciding that the restaurant business was not his profession, he came to St. Petersburg and became a collector and salesman for the McGlaughlin & Paul Furniture Company at ten dollars a week. A year later, in 1915, he bought Mr. McGlaughlin's interest and the firm name was changed to Paul & Davis, partnership.

On May 3, 1918, Mr. Davis joined the 54th Infantry, Co. A, 6th Div., U. S. Army, and on July 5 sailed for France assigned to detached service with a hospital unit. He saw service in the first All-American drive on St. Mihiel and then served at the Argonne until the end of the war.

In March, 1919, Mr. Davis returned to the Paul & Davis store. In 1924, a corporation was formed with John W. Davis as treasurer. Other officers were A. F. Paul, Mrs. F. H. Davis, M. O. Foster and W. R. Havener. On December 1, 1930, Mr. Davis bought controlling interest and reorganized the firm, becoming president and manager. In the same year he bought the remaining half of the building the store was occupying, thereby allowing for future expansion.

On March 22, 1945, the corporation name was changed to Davis Furniture Company and was the oldest exclusive furniture



JOHN W. DAVIS

store in the county, having completed 35 years in business in June, 1947.

Mr. Davis died October 31, 1947.

Mr. Davis was a charter member of the St. Petersburg Kiwanis Club which he served as director, vice-president and president. In 1930 he was elected lieutenant-governor Florida Kiwanis southwestern division and in 1947 was member of three club committees. He was a member of St. Petersburg Lodge F. & A.M., St. Petersburg Chapter and Sunshine Commandery No. 20, Knights-Templar, a Shriner, and a member of Egypt Temple, Tampa, and Consistory of the Valley of Tampa, 32nd degree. He served as post commander of L. M. Tate Post 39, Veterans of Foreign Wars, in 1921, was senior vice-commander of the Department of Florida in 1933 and department commander in 1934. He was a member of the state committee of V.F.W. which helped secure Bay Pines Hospital for St. Petersburg.

He was a member of both the Florida and National Retail Furniture Associations, a member of the Executives Club, Post No.

14 American Legion, past counsel of Modern Woodmen of America, chairman of the advisory board of the Salvation Army, Chamber of Commerce and Retail Merchants Association. He was active in the First Methodist Church, having served as a member of the board of stewards and as president of the Interstate Bible Class, then known as Wesleyan Bible Class. He was chairman of the men's division of the first U.S.O. drive in St. Petersburg in 1941 and had been active on Community Chest drives for several years. In 1946 he was chairman of the Easter Seals Sales and of the Salvation Army special gifts committee.

He was married June 5, 1919, at Largo, to Henrietta Heymann, Fayetteville, Tenn. Mrs. Davis is active in the Daughters of the American Revolution, having served as regent; is a past-president of Auxiliary of L. M. Tate Post No. 39, V.F.W., and is a member of PAUS Club of Eureka Chapter, Eastern Star.

JOSEPH W. GEROW

Joseph Whitehead Gerow was born at Petersburg, Dinwiddie County, Va., November 10, 1886, the son of Leonard Rogers and Eloise (Saunders) Gerow.

He was educated in the public schools of Petersburg. His first job was with the Norfolk and Western Railway at Petersburg. Later he was employed by the Atlantic Coast Line Railroad as traveling secretary to Alexander Hamilton, who then was first vice president and general counsel of the A. C. L. line.

In 1910 Mr. Gerow was transferred to Jacksonville, Fla., as chief clerk to the Jacksonville district passenger agent of the Atlantic Coast Line.

He came to St. Petersburg in November, 1914, this time as traveling passenger agent for the St. Petersburg area.

In November of 1915 he formed a partnership with Herman Dann and together they bought out the W.S. McCrea Building Supply Company and incorporated under the name of Dann-Gerow, Inc. Upon the death of Mr. Dann in 1933 Mr. Gerow

bought the Dann estate's interest in the business, though he continues to operate the building supply division under the name of Dann-Gerow Company. He sold the Dann-Gerow Paint Company to Harold Melvin in 1943.

Mr. Gerow is an Episcopalian, a member of St. Petersburg Yacht Club and Lakewood Country Club, a former member of Rotary and Lions Clubs. He gives freely of his time to such community activities as the Red Cross and Community Chest, and is chairman of the traffic division of the St. Petersburg Chamber of Commerce.

Mr. Gerow was married to Charlotte Louise Reed, of Keene, N. H., on August 12, 1935. Mrs. Gerow is associated with her husband in the business, now rated as one of the largest of its kind on the Florida West Coast.

Mr. Gerow has two daughters by a former marriage. Mary Anne, born June 12, 1914, is married to Leslie B. Halper of Riverside Conn., and has three children. Barbara Austin, born January 21, 1919 is married to Jack L. Middleton of Alexandria, Va.,

AL WERLY

Al Werly was born in Brooklyn, New York, April 6, 1897, the son of Adolf and Katie (Schmidt) Werly. The elder Werlys emigrated to New York from Alsace-Lorraine, France, where they had engaged in the catering business.

Mr. Werly was educated in the public schools of Brooklyn. Later he took several business courses and attended the Engineering School of Marconi Institute. For seven years following his graduation he and his father carried on a catering business at Ulmer Park, Brooklyn. In 1913 he came to Florida and operated the Colonial Hotel at Sulphur Springs for the following two years.

In 1915 Mr. Werly moved to St. Petersburg and entered the real estate field. During the years that followed he was associated at various times with William G. Fox, Charles S. Powell, Walter S. Ross and A. L. Wallace in their real estate enterprises,

and was made secretary and treasurer of the Empire Realty and Development Company headed by Mr. Fox.

In 1917 Mr. Werly enlisted in the Navy and served in Naval Radio service. Later he was transferred to Pelham Naval Hospital, Base C-5, as postmaster, where he served until his release from active duty in May, 1919.

In 1919 he opened his own real estate firm in St. Petersburg which he now operates. In 1928, at the age of 31, he was elected president of Peoples Bank and Trust company.

Displaying a keen consciousness of community welfare, Mr. Werly has given time and effort in supporting worthwhile public projects. He was the chief proponent of the Central Avenue "White Way," which, years ahead of the times, helped to make the city known as one of the most progressive in the South. The "White Way," 14 miles long, is still one of the longest in the country. It was while he was chairman of the city planning committee in 1928 that this project was developed. In the following year, 1929, Mr. Werly was chairman of the Chamber of Commerce membership drive and was successful in greatly enlarging that organization.

One of the charter members of the St. Petersburg Realty Board, Mr. Werly assisted in its organization in 1920, and, through the years, has maintained an active part in its affairs. As a member of the Florida State Board of Realtors, he served that body so ably as vice president in 1945-46 that, in 1947, he was chosen president.

In 1935 David Sholtz, then governor of Florida, selected Mr. Werly for appointment to his personal staff, and commissioned him a lieutenant colonel.

Mr. Werly is a Presbyterian, member of St. Petersburg Yacht and Bath Clubs, the Jeffersonian Democrats, National Aeronautical Association, former member of Lions Club, and is active in the St. Petersburg Elks Club, having served as manager of the club at one time.

Mr. Werly was married April 5, 1927 to Alice E. Hillier, West Newton, Mass. Mrs.



AL WERLY

Werly is associated with her husband in the real estate business.

Two children were born to the Werlys. Albert Calvin Werly, was born February 6, 1928. He was educated in St. Petersburg public schools, was graduated from Florida Military Academy in 1946 and entered the University of Florida as a law student. Victoria (Vicki) Jean, was born December 21, 1929. Following graduation from St. Petersburg schools Vicki also entered the University at Gainesville and is taking the law course.

R. JOSEPH DEW

R. Joseph Dew was born in Lake Charles, La., July 27, 1893, the son of Charles Givens and Bessie (Lane) Dew. He was educated in the public schools of Louisiana and Tennessee.

In 1912, Mr. Dew came to St. Petersburg and went to work for the Harrison Hardware & Furniture Company where he remained until he enlisted in the Army in 1917

to serve during World War I. In 1918, he was commissioned a second lieutenant. He was discharged from the service in April, 1919.

After the war, Mr. Dew returned to the Harrison company and continued with the concern for three years. He organized the Dew-Mather Furniture Company in 1922 and the Dew Furniture Company in 1931. His concern is located on the fourth floor of the Willson-Chase building.

Mr. Dew served on Pinellas County Draft Board No. 2 from April, 1942, to the close of World War II. He is a member of the St. Petersburg Yacht Club and the Pass-a-Grille Yacht Club. He is also a member of the Presbyterian Church of St. Petersburg.

On May 25, 1918, Mr. Dew was married to Marguerite Lattner Smith, of Davenport, Ia. Mr. and Mrs. Dew have a son, Robert Joseph Dew, Jr., born July 4, 1922, who served during World War II as an infantry officer in Europe. In 1947, he was pursuing

post-graduate work at the Massachusetts Institute of Technology in Cambridge, Mass. On December 27, 1945, he was married to Catherine Allen, of Utica, N. Y. They have a son, Robert Joseph Dew, III, born January 19, 1947.

HORACE WILLIAMS, Jr.

Horace Williams, Jr., was born in St. Petersburg May 3, 1916, the son of Horace and Ida Louise (Weller) Williams. He was graduated from St. Petersburg High School in 1933, St. Petersburg Junior College in 1935, and from the Wharton School of Finance and Commerce, University of Pennsylvania, in 1938.

After being graduated from college, Mr. Williams returned to St. Petersburg to work at the Williams-Beers Ice Co., of which he became manager following the death of his father.

He is a member of the St. Petersburg Yacht Club, Lakewood Country Club, Chamber of Commerce, Junior Chamber of Commerce, and St. Petersburg Quarterback Club. He was president of the Squires Club 1943-45. He is also a member of Beta Theta Pi Fraternity and of the First Congregational Church.

Mr. Williams has taken an active part in sports and in 1935 won the Florida state amateur golf championship at Jacksonville.

NICHOLAS L. DENNIS

Nicholas L. Dennis was born on September 15, 1883, in Platanos Nafpaktias, Greece. He attended schools in Greece and was taught English and French by private teachers in Constantinople, Turkey.

Mr. Dennis started in the hotel business with the Tokatlian Hotel, in Constantinople, as a cashier and then became manager of the restaurants and banquets. Leaving there he traveled to Greece, Egypt, Italy, and France and arrived in New York in 1901.

During the years which followed, Mr. Dennis worked for a number of the leading restaurants and hotels in this country, including



R. JOSEPH DEW

Delmonico's, Sherry's, Martin's and the Astor Hotel in New York. He left New York with an hotel organization to open the Blackstone Hotel, in Chicago. Later he was associated with the Shoreham Hotel, the Cafe Republique, and the New Willard in Washington D. C.

Coming to St. Petersburg in September, 1914, Mr. Dennis went into the restaurant and cafeteria business. For many years he operated the Park Cafeteria during the winter months and the Belvedere Hotel and Casino, at Chesapeake Beach, Md., and the Wauberk Hotel and Cottages, at Jefferson, N. H. during the summers. In the early 1920s, when St. Petersburg began to grow phenomenally, Mr. Dennis began devoting his entire time to his interests here, opening the Park Cafe and, in 1925, constructing the Dennis Hotel, now one of the leading hotels in the city.

Mr. Dennis has been one of the most ardent boosters of the Sunshine City and has taken a keen interest in all civic affairs. He has been a member of the Chamber of Commerce, and its predecessor, the Board of Trade, for more than thirty years. He served as a member of the board of governors for sixteen years. He was one of the organizers of the Civitan Club, is a past president of the St. Petersburg Hotel Men's Association and a member of the Florida and American hotel associations. He has been particularly active in Masonic work. He is the "daddy" of Selama Grotto, of St. Petersburg, and served two years as monarch. He is a charter member of Egypt Temple, Tampa, and Jester Court No. 89, Tampa. He is a Knight Templar, Scottish Rites 32, and a past president of the St. Petersburg Shrine Club. He is also a member of the Rotary Club, the St. Petersburg Executive Club, and is a member and vice president of Ring No. 42 of the International Brotherhood of Magicians. He is affiliated with the Episcopal Church.

In league with the late John Lodwick, St. Petersburg publicity director, Mr. Dennis for years "entertained" national celebrities in Room No. 310 at the Dennis Hotel.



NICHOLAS L. DENNIS

In that room, the celebrities learned something of Nick's magic—and hospitality. As a result, St. Petersburg received invaluable publicity.

Mr. Dennis was married in 1914 to Sophie Janes, of Washington, D. C. Mr. and Mrs. Dennis have six children: Helen, born October 19, 1915; Leon, born May 31, 1917; Stella, born January 17, 1920; Nick, born November 24, 1922; Dorothy, born May 1, 1925, and Frank, born July 25, 1927.

ROBERT R. WALDEN

Robert R. Walden was born in Plant City, Fla., January 26, 1887, the son of S. Walden and Roxie (Simmons) Walden. He attended the public schools in Plant City, the Turkey Creek High School, and was graduated from the Tampa Business College in 1907.

After leaving business college, Mr. Walden started working in a hardware store and in 1915 came to St. Petersburg

and established the Walden Hardware Company which he continued to operate until 1928 when he sold out. He then became sales manager of the McCutcheon Chevrolet Company.

In 1932, Mr. Walden was appointed director of public welfare for St. Petersburg and four years later he was made director of the Community Chest, which position he still holds.

Mr. Walden is actively interested in many civic organizations and has held offices in the Boy Scouts, City Advertising and Library Board, the Chamber of Commerce and has been secretary of the Rotary Club for many years. He is a member of the Masonic Lodge, Selama Grotto, the Modern Woodmen, and Woodmen of the World. He is also actively interested in church work, being affiliated with the First Baptist Church which he has served as superintendent of the Sunday School.

On May 19, 1915, Mr. Walden was married to Miss Sarah Gordon, in Tampa.



ROBERT R. WALDEN

FREDERICK R. FRANCKE

Frederick Rudolph Francke was born in Indianapolis, Ind., May 3, 1884, the son of Frederick and Caroline (Lieber) Francke. His father was engaged in the hardware business in Indianapolis. His mother, who was the first white child born at New Ulm, Minn., was rescued during a massacre of that town by an Indian brave whom her mother had defended.

Mr. Francke was graduated from Manual Training High School, in Indianapolis, in 1902, and from Princeton University in 1906. He came to Florida in 1912 and located at Largo where he developed a farm on Ulmertown Road. He was one of the organizers of the Pinellas County Fair Association and its first president. He was elected president of the Lake Largo Cross Bayou Drainage District and sold the first Florida drainage bonds marketed in this state. The district completed the project thirty-five per cent under estimated cost and never defaulted on interest or principal.

In 1917, Mr. Francke came to St. Petersburg to become director of the new business department of the Central National Bank. During World War I he headed Liberty Loan drives and was a member of the Home Guards. Later he served as naval commander on the staffs of four Florida governors. He was named chairman of the City Library and Advertising Board and organized the city's first aviation board. He is a founder trustee of St. Petersburg Junior College.

After several years at the Central National Bank, Mr. Francke returned to Indianapolis where he lived for five years. He then came back to St. Petersburg and entered the Times Publishing Co. where he served in the business and news offices. He organized the St. Petersburg Newspapers Services which consolidated certain activities of the Times and Independent. He later organized the Ice Service Company which merged the delivery, advertising and sales activities of the local ice companies. In 1932 he joined the Florida Power Corporation as assistant to the president in charge of advertising and public relations.

In 1929, Mr. Francke was appointed honorary city liaison officer for relations with the United States Coast Guard, the Navy U. S. Engineers, and U. S. Maritime Ser-

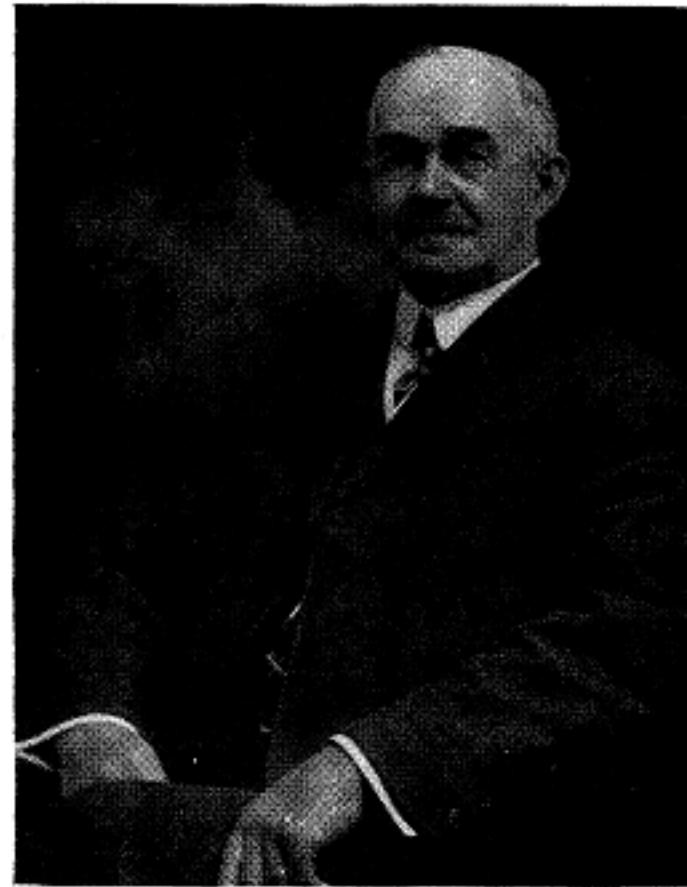
vices. He is directly responsible for the establishment in Bayboro Harbor of the United States Coast Guard Air Station, Base 21 U. S. Coast Guard, U. S. Navy Section Base and the U. S. Maritime Training School, in each case from the raw ground sites through the construction and completion.

In 1932, Mr. Francke was commissioned as a lieutenant commander in the U. S. Naval Reserve. He was called to active duty May 5, 1941; commissioned commander, August 7, 1941—date of rank, July, 1940; commissioned captain in 1945—date of rank, June 18, 1942. He served a total of 52 months active service during World War II. Late in 1945 he returned to the Florida Power Corporation in his former position. Later he was ordered to report for active duty as senior associate officer to establish division 7-11 U. S. Naval Reserve in St. Petersburg area.

Mr. Francke is a member of the Masonic Lodge, the St. Petersburg Yacht Club, the Rotary Club, and the Christian Science Church. In 1910, he was married to Miss Margaret Wheeler, of Indianapolis.



FREDERICK R. FRANCKE



WILLIAM W. MUIR

WILLIAM WALLACE MUIR

William Wallace Muir was born in Carbondale, Pa., April 10, 1851, the son of John and Caroline (Smith) Muir. He was educated in Carbondale and when still a youth learned the marble-cutting trade, later becoming a carpenter and joiner.

After learning his trade, Mr. Muir began contracting, specializing in the construction of oil plants. During the next ten years he built a number of plants in Pennsylvania and New York and in 1887 he located in Warren, Pa., where he became affiliated with the Glade Filtering Works. He also became connected with the Pennsylvania Paraffine Works in Titusville, Pa. Two years later he constructed the Muir Oil Works at Warren. In 1891 these refineries were taken over by the Crew Levick Company, of Philadelphia, with Mr. Muir as manager.

In 1902, Mr. Muir remodeled the Pennsylvania Paraffine Works and in 1903 built the Bessemer Refinery at Titusville. He also laid pipe lines to outlaying oil leases for a supply of crude oil for these plants. He was president of both companies. One of his

greatest achievements was the perfection of a process for extracting from paraffine an oil which would not freeze even in the coldest weather. It was used extensively by miners.

In 1910 Mr. Muir was elected as a director of the First National Bank of Warren and in 1912 became president of the institution. In 1914 he was elected president of the Crew Levick Company and also president of the National Petroleum Association. In 1916 all of the Crew Levick's holdings were sold to Cities Service Company and Mr. Muir remained with this company as manager of the producing properties. In 1918 he retired from all active work.

Mr. Muir came to St. Petersburg in 1918 and purchased a home at North Shore drive and Eighteenth avenue. He is president of the Princess Martha Hotel Company, chairman of the board of the First National Bank, in Warren, Pa., and has numerous other business interests.

He is a member of the St. Petersburg Yacht Club, the Rotary Club, the Cone-wango Club, of Warren, Pa., and is a Methodist. Fraternally he is a Mason, 32nd degree, and an Odd Fellow. He has been a member of the latter organization since June 5, 1872, and in June, 1947, he was honored by being awarded a 75-year membership pin, the tenth awarded by the I.O.O.F. in the entire state of Pennsylvania.

He was married March 14, 1872, to Miss Martha Fuller, of Carbondale, Pa. They had four children: George E., Caroline Elizabeth (Mrs. Mark Cowden), Edward K., now deceased, and Marian (Mrs. Edward Von Tokey), of Warren. He has a grandson, George W. Muir, and a granddaughter, Mrs. Jack Frazer, who are now living in St. Petersburg.

NAT. B. BROPHY

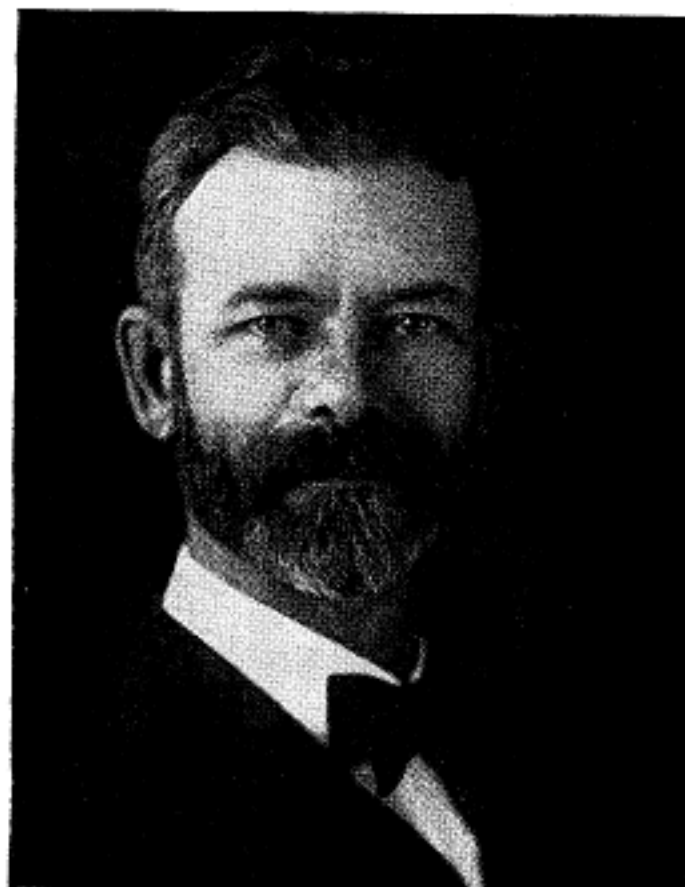
Nathaniel Battles Brophy was born in Nokomis, Ill., November 15, 1869, the son of Dennis Peter and Susan (Battles) Brophy. His father was postmaster of Nokomis for twenty-four years and was the owner of a drug store in that town.

Mr. Brophy was educated in the Nokomis schools and later took up the study of pharmacy. He studied law for four years but never became active in law

practice as he preferred banking. When only nineteen years old, he was made secretary and treasurer of the Nokomis Building & Loan Association. He continued in the banking business for many years, being associated with the Nokomis National Bank and with Florida banks.

On November 20, 1901, Mr. Brophy was married to Miss Viola McCann, of Shipman, Ill. Mr. and Mrs. Brophy visited St. Petersburg while on their honeymoon and they liked the town so well that they visited here every almost winter thereafter. They came here to live permanently in 1917.

During the winter of 1913-14, Mr. Brophy was persuaded to buy stock in the newly-organized Florida Bank & Trust Company at Fifth and Central by A. C. Odom, president of the institution. Several years later the institution failed. Mr. Brophy then acquired controlling interest in the bank, and reopened it after paying all the depositors in full. In July, 1920, he sold the bank to the First National and Mr. Brophy temporarily retired from business.



NAT. B. BROPHY

During the following decade, the Brophys spent most of their time traveling. They made two trips around the world and another to Alaska.

Mr. Brophy returned to banking in 1930 following the collapse of several St. Petersburg banks. Recognizing the need for a strong financial institution in the city, he played a leading part in the reorganization and re-opening of the First Security Bank, an affiliate of the First National, which had closed June 30, 1930. He became president, and later chairman of the board, of the First Security, the name of which was changed to the Union Trust Company on December 1, 1930. After the bank had become firmly established, Mr. Brophy retired, in 1937.

Mr. Brophy was widely known as a stamp collector and was affiliated with many philatelic organizations. His collection was considered one of the finest in the country and, at exhibits, his stamps won many prizes. He also had an excellent collection of rare coins.

He was prominent in church work and long served as an officer of the First Presbyterian Church. He was interested in the City Federation of Missions, in which Mrs. Brophy was president for thirteen years. He was a member of Masonic orders for a half century and also belonged to the Echo Club.

Mr. Brophy died on March 5, 1940. He was survived by his widow and an aunt, Mrs. George Uzzell, of Nokomis. Interment was made in Royal Palm Cemetery.

THOMAS JULIAN COLLINS

Thomas Julian Collins was born in Brooker, Bradford County, Florida, November 16, 1898, the son of Thomas Richmond and William Frank (Barry) Collins.

His grandfather, Thomas Richmond Collins, who was born in Orangeburg, S. C., came to Pinellas Peninsula by water in 1845 and landed near Bayview. He explored the region and then returned home. In 1861 he came back to Florida and settled in Columbia County, near Ft. White. Later he became well known in that section as the keeper of vital statistics, preserving the dates of births, deaths and marriages. Some



THOMAS J. COLLINS

of his diaries which go back to the years before the War Between the States are still in existence.

Mr. Collins' father was postmaster in Brooker for twenty-eight years, having established the office. He also operated a cotton gin, a general merchandise store, and tenant farms. He left there in November, 1917, and came to St. Petersburg.

Mr. Collins attended the public schools in Brooker and St. Petersburg High School. After taking two years of undergraduate work at Southern College, Collegedale, Tenn., he went to the University of Florida where he was graduated from the College of Law in 1925.

In his youth, Mr. Collins assisted his father in his business and took two summers of school work preparatory to teaching. He was awarded a second grade certificate in Bradford County where he taught the school year of 1915-16 at Heilbron Springs and 1916-17 at Brooks. He was then offered a principalship in Alachua County but instead took charge of the post office at Brooker.

After being admitted to the Florida bar in 1925, Mr. Collins started practicing law in St. Petersburg and he has been engaged in that profession here ever since.

Mr. Collins is a member of the St. Petersburg Bar Association of which he was elected to serve as president for 1948. He also is a member of the Florida Bar Association and the St. Petersburg Chamber of Commerce.

On November 13, 1938, Mr. Collins was married to Mary Josephine Boroughs. They have a daughter, Thomasine Collins, born October 4, 1939.

JOHN LENHART WILHELM

John Lenhart Wilhelm was born January 27, 1907, at Bradenton, Fla., the son of John Walter and Susie (Turner) Wilhelm.

The parents of John Walter Wilhelm left their home in Tennessee soon after the end of the Civil War and went to Fort Myers, Fla., where the father and grandfather engaged in the lumber business.

When John Walter Wilhelm finished his schooling, he went to work for the H. B.

Plant Steamship Company and sailed out of Fort Myers, Tampa and St. Petersburg. About 1900 he left the company and settled in Bradenton where his father had opened an ice plant and grocery. In Bradenton, John W. Wilhelm met and married Susie Turner, whose parents had come from North Carolina. In 1905, Mr. and Mrs. Wilhelm opened a furniture and undertaking business in Bradenton. Two years later their son, John Lenhart Wilhelm, was born. In 1917 the Wilhelms moved their business to St. Petersburg.

John Lenhart Wilhelm was educated in the St. Petersburg public schools and was graduated from Porter Military Academy, Charleston, S. C., in 1926. He attended Mercer University, Macon, Ga., for three years, and then studied at the Eckels School of Embalming, in Philadelphia. In 1929 he entered the Wilhelm establishment and, when his father died in 1936, took over active management of the firm.

In January, 1942, Mr. Wilhelm enlisted in the U. S. Coast Guard and served consecutively as captain of the port at Tarpon Springs, vessels operations office of the 7th Naval District at Miami, and captain of the port at Charleston, S. C. He then was sent to the Phillipines and from there he was sent to New Guinea, Dutch East Indies, where he was commanding officer of the Coast Guard Base.

Following his release from the Coast Guard with the rank of lieutenant-commander Mr. Wilhelm returned to St. Petersburg to resume management of the Wilhelm company. His mother, Mrs. Susie Wilhelm, is secretary and treasurer of the firm.

Mr. Wilhelm is a member of St. Petersburg Episcopal Church, a member of Kiwanis and Propeller clubs, the Lakewood Country Club, Veterans of Foreign Wars, American Legion Post 14, a 32nd Degree Mason and member of all Masonic bodies, former director of the Junior Chamber of Commerce and at present a member of the senior chamber, and fleet captain and a director of St. Petersburg Yacht Club. He is also a member of St. Petersburg Chapter, Disabled American Veterans, and for years has been active in YMCA, Community Chest and Red Cross fund drives.



JOHN L. WILHELM

Mr. Wilhelm is married to Betty Whitfield of Pittsburgh. Mrs. Wilhelm is active in Parent-Student-Teacher Association work, and is manager of St. Petersburg Junior League Thrift Shop. They have two sons, John L. Wilhelm, Jr., born March 5, 1936, and William Whitfield Wilhelm, born March 28, 1942. John Junior is in public school in St. Petersburg. A daughter by a former marriage, Bonnie Wilhelm, born August 1, 1931, now is attending St. Petersburg High School.

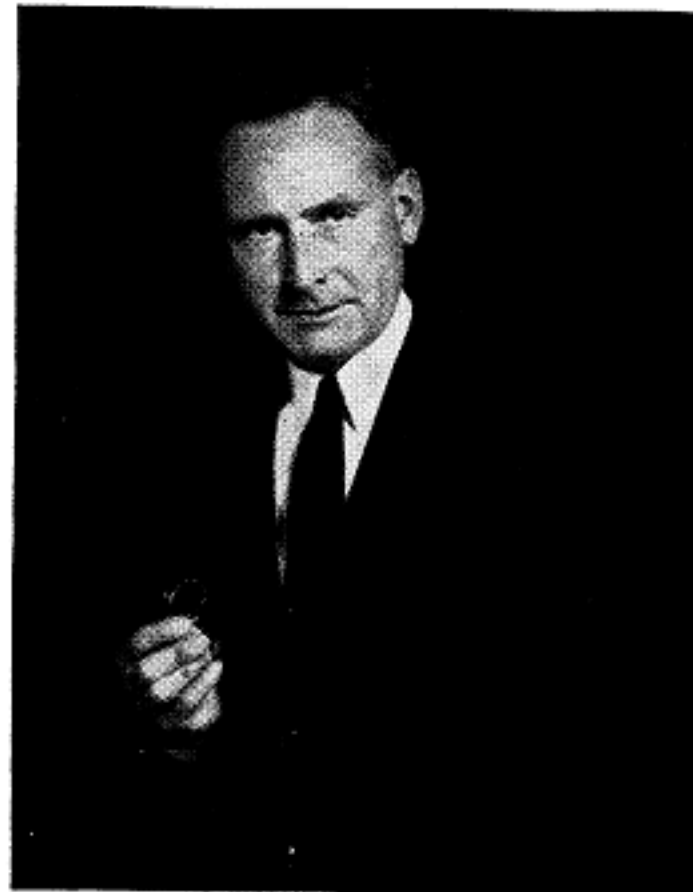
EDGAR HART DUNN

Edgar Hart Dunn was born at Murray, Ky., on November 15, 1888, the son of James Clinton and D. Ellen (Hart) Dunn. He was educated in the public schools of Murray, Ky., attended Valparaiso University and Oklahoma State College and was graduated from the University of Kentucky with the degrees of LL.B. in 1913. While attending the law department of the University of Kentucky, he was president of the Henry Clay Law Society.

Following his graduation, Mr. Dunn opened a law office at Hazard, Ky. He continued his practice there until 1919, when he came to Florida in search of a better climate for his family's health.

Coming to St. Petersburg, he became associated in the practice of law with Judge William King. In 1923 he established the firm of Dunn, Agee and Byron, which firm was dissolved in 1927. In that year Mr. Dunn set up his own firm, specializing in land titles, administration of estates and the drafting of wills. Throughout the years since 1927, Mr. Dunn has become recognized as an authority in his special field.

Mr. Dunn always has shown a desire to participate in community affairs. While in Hyden, Ky., he served as a member of the draft board during World War I. Since coming to St. Petersburg he has served as associate city judge in 1923 and 1924, and city judge from 1931 to 1933. He is a past president of Civitan Club, a member of the Chamber of Commerce, and member of the American, Florida State, and the St. Petersburg bar associations.



EDGAR HART DUNN

On June 6, 1912, Mr. Dunn was married to Mary F. Rollins of Glenrock, Wyom. Mr. and Mrs. Dunn have five children.

The eldest, Kathleen Lee Dunn Hellyer, was born April 8, 1913. She was educated in the public schools of St. Petersburg and is married to William Hellyer of this city. The Hellyers have one child.

Marjorie Ellen Dunn Day was born April 19, 1916, was educated in St. Petersburg and is married to John H. Day of this city. They have two children.

Carolyn Edna Dunn Hyatt was born January 28, 1918, educated in the city schools and is now married to Thomas Hyatt of Lakeland. The Hyatts have two boys.

Edgar H. Dunn, Jr., was born May 10, 1919 and was graduated from St. Petersburg schools and from Kentucky University. In 1941 he enlisted in the Army Air Forces. Following his discharge he returned to college, was graduated from the law college of the University of Florida and began the practice of law in St. Petersburg, being associated with his father, Mr. Dunn Jr., was

married to Lura Mae Laughmiller of St. Petersburg in 1942.

The youngest son, Hunter R. Dunn, was born October 20, 1921. Following graduation from St. Petersburg high school in 1940, Hunter enlisted in the U.S. Marine Corps and is stationed in Santa Ana, Calif. In 1943 Hunter was married to Winsome West, of Sydney, Australia.

CHARLES GOTLIEB RUEBEL

Charles Gotlieb Ruebel was born in Cincinnati, Ohio on December 24, 1904, the son of Philip and Emma (Koenig) Ruebel.

He was educated in the public schools of Cincinnati and was attending the Automotive Preparatory School of that city, when, in 1919, his father's health necessitated a change of climate and the family came to St. Petersburg for the winter.

For four years the family spent winter seasons in St. Petersburg, returning to Cincinnati each spring. Then, in 1923 Charles Ruebel decided to settle here. For two years he was engaged in real estate



CHARLES G. RUEBEL

sales. He then entered the automobile sales field, in which he continued until 1927.

In that year Mr. Ruebel purchased a tire and battery sales and service business. By 1931 the business had grown by addition of new lines and services and a larger building was purchased.

The next year Mr. Ruebel became distributor for a line of radios. In 1938 the firm took over exclusive distribution of United States tires for the St. Petersburg area. In 1941 Mr. Ruebel obtained the St. Petersburg dealership for Dodge cars and trucks, also the Plymouth sales agency.

In 1947 Mr. Ruebel separated the Dodge and Plymouth sales agencies from his wholesale and retail tire and battery business and moved the auto agencies to a new location in the building completed that year.

Herbert C. Smith, who was associated with Mr. Ruebel from 1932 on, was taken into the firm, which was incorporated in 1947 as the Ruebel and Smith Motor Company.

Mr. Ruebel is a Lutheran, a member of the St. Petersburg Elks Lodge No. 1224, member of the Yacht and Bath Clubs, St. Petersburg Chamber of Commerce, former member of Junior Chamber of Commerce and Civitan Club.

On April 23, 1927 he was married to Marjorie Batterson, of Cincinnati. Mrs. Ruebel has taken a personal part in her husband's business. They have two children, Charles G., Jr., born November 5, 1931, who was graduated from the public schools of St. Petersburg and entered Farragut Naval Academy in 1946, and Barbara Jean, born November 12, 1938, who in 1947 was attending Shorecrest school, St. Petersburg.

AYMER VINOY LAUGHNER

Aymer Vinoy Laughner was born in Oil City, Pa., May 13, 1883, the son of Perry O. and Emma C. (Finley) Laughner. He was educated in the schools of Pittsburgh.

Early becoming interested in the business of his father, who was one of the early oil barons of Pennsylvania, Mr. Laughner entered the oil well supply branch of his father's enterprises while scarcely out of his 'teens. Learning the business from the ground up, he was made president of Cres-

cent Oil and Gas Company, and Ma-Lou Oil Company, two of the Laughner branches in Pittsburgh.

Coming to St. Petersburg in 1919, Mr. Laughner was quick to see that here was a city destined to grow and develop greatly during the succeeding years. Backing his faith in the progress of St. Petersburg with hard cash, Mr. Laughner acquired more than 2,000 acres of land about the city for real estate development. During the years that followed, many subdivisions were planned, prepared and opened to the public by Mr. Laughner.

Then, in 1923, seeing the need for a larger, finer hostelry than the city at that time provided, Mr. Laughner bought an undeveloped water front tract as the site for erection of the Vinoy Park Hotel. He then had architects design one of the most beautiful resort hotels in the country, of Spanish Renaissance period, though completely modern and of fireproof construction.

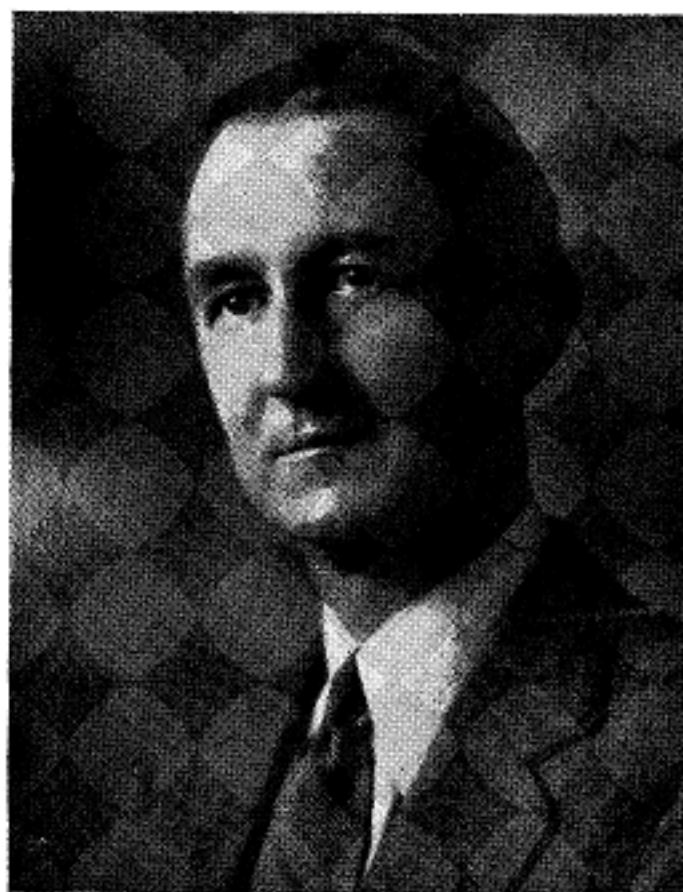
The hotel was completed and opened to the public in January, 1926, just three months before the death of the elder Mr. Laughner.

Twenty years after the Vinoy Park was opened, Mr. Laughner sold the hotel to the Olsonett Hotel Chain, with stipulation that his manager, Sterling Bottome, whom he had brought with him from Pennsylvania twenty-three years earlier, should continue as its managing director.

Although Mr. Laughner retired in 1946, he still maintains control of Laughner Enterprises, Inc., Avila Corporation, Seminole Improvement Company, and other real estate properties in which he is interested.

Mr. Laughner was elected to the city council in 1930, serving until 1934. He is active in the Masonic order, belonging to all the local bodies. He is a member of First Avenue Methodist Church, St. Petersburg Yacht Club, Royal Order of Jesters and the Elks Club.

He was married June 3, 1908, to Stella V. Watson of Coreopolis, Pa. Mrs. Laughner is a member of the Junior League, and is a devoted member of her church societies and an official of W.S.C.S. of the Methodist Church.



A. V. LAUGHNER

The Laughners have two children.

A son Paul Laughner, was born September 9, 1916. He was educated in the public schools of St. Petersburg and is married to Lois Trimble of this city. The younger Laughners are specialists in floraculture, and are especially interested in the propagation of orchid species. They have one daughter, Lynda Louise, born in 1947.

A daughter, Madalyn Laughner Curtin, born September 23, 1918, was educated in St. Petersburg schools, then studied art at the Traphagen School of Art in New York City, and in Paris, France. She is married to Raymond W. Curtin of Pittsburgh, Pa. The Curtins have two children, Aymer L. and Raymond W. Curtin, Jr.

LAWRENCE WEIR BAYNARD

Lawrence Weir Baynard was born December 26, 1896, in Mill Spring, N. C., the son of Owen Thomas and Eleanor (Nelson) Baynard. He was graduated from high school in Landrum, S. C., in 1913 and from the College of Charleston, South Carolina, in

May, 1918. Upon leaving college he was commissioned as an ensign in the U. S. Navy and served until the spring of 1919.

Mr. Baynard then became an instructor in the academic department of Clemson College, South Carolina, where he remained until June, 1920. He then came to St. Petersburg and entered the real estate business, in which he was engaged for the next ten years. During that period he developed various subdivisions and promoted a number of commercial buildings.

In 1930, Mr. Baynard engaged in the funeral business in St. Petersburg and has continued in that business to the present time. In 1947 he was chairman of the legislative committee of the Florida Funeral Directors and Embalmers Association. In addition to the funeral business he has continued to develop commercial buildings and has served as president of the Guarantee Abstract Company since 1939. On July 1, 1947, he was appointed by Gov. Millard Caldwell to serve for four years as a member of the Pinellas County Utility Board.



L. W. BAYNARD

Ever since coming to St. Petersburg, Mr. Baynard has taken a keen interest in civic affairs. He has served as solicitor for the Community Chest since its organization and has helped promote and solicit contributions for the Y.M.C.A. He organized Troop No. 13, Boy Scouts, and served as Scout Master. He also served as councillor for the Boy Scout Committee for several years.

Since 1923, Mr. Baynard has been a member of the St. Petersburg Civitan Club and in 1937 served as its president. He is a charter member of the Army-Navy Club, and is a member of the Masonic Order, Knights of Pythias, Lakewood Country Club, St. Petersburg Yacht Club and the St. Petersburg Quarterback Club.

On November 12, 1922, Mr. Baynard was married to Helen Sandifer, of Lowrys, S. C. Mrs. Baynard has been active in Girl Scout work, having served as troop leader and on the Council for several years. She also has been active in church work, having been superintendent of the primary department of the First Presbyterian Church for the past fifteen years.

Mr. and Mrs. Baynard have two children: Lawrence W., born August 14, 1924, and Barbara Margaret, born October 12, 1926. Lawrence was graduated from the St. Petersburg High School in 1940 and attended The Citadel, South Carolina military college, one year. He entered the service of the United States Army and served for more than three years. He was married to Patricia Cleary June 1, 1946. In 1947 he was attending the University of Florida. Barbara was graduated from St. Petersburg High School in 1943 and from Duke University in June, 1947. She married Dr. David Hubbell, of Durham, N. C., July 3, 1947.

N. U. (NINIAN ULYSSES) BOND

N. U. (Ninian Ulysses) Bond was born on a farm near Brockway, Jefferson County, Pennsylvania, December 20, 1867, the son of William and Elizabeth (Cooper) Bond. The Bond family came originally from Ireland and England where the Bond paper mills made the name famous many years ago.

N. U. Bond attended the rural grade schools of Jefferson County and the Teachers State College at Clarion, Pa. He taught school for several years and then entered Geneva College at Beaver Falls, Pa., where he was graduated with the degree of M.S. in 1891. Two years later he entered the law department of the University of Michigan and was graduated in 1896 with the degree of LL.B.

Shortly after graduation he entered the lumber business to obtain money to purchase a law library, preparatory to engaging in the practice of law as a profession. His lumber business proved so profitable that he continued in it for more than forty years.

In 1900 he moved to Maryland and developed and marketed the timber from a 10,000-acre tract at Bond, Garrett County. In 1910, he developed a 9,000-acre tract in Pocahontas County, West Virginia, and in 1914, moving to Kentucky, he cut and milled a 43,000-acre tract of virgin timber at Bond, Jackson County. His plant was one of the largest in Kentucky.

In 1924, he was elected to the Kentucky State Senate and served two terms, until 1932. He was the father of the present reforestation law of Kentucky which has been adopted as a model by many other states.

Senator Bond began coming to St. Petersburg as a winter visitor in 1920. During the winter visits which followed he acquired valuable pieces of property including the Pennsylvania Hotel, the Sears-Roebuck Store Building and the Willson-Chase department store building.

In 1926, the Bond State Bank at Bond, Ky., in which he was a director, failed. Voluntarily, without any legal obligation, he paid all depositors in full out of his own private funds, although he had to borrow part of the money to do so. This is the only time the depositors of a defunct bank in Kentucky received their money from an individual who was under no obligation to repay them.

In 1940 Senator Bond brought his family from Lexington, Ky., to St. Petersburg to make their permanent home.

Senator Bond is a member of the Lake-wood Country Club, a 32nd degree Mason, a Knight Templar and a Shriner.



N. U. BOND

He was married in 1914 to Martha Medlock of Kentucky. Mrs. Bond is a member of the St. Petersburg Woman's Club. Both Senator and Mrs. Bond belong to the First Presbyterian Church of St. Petersburg.

They have three sons: William and Samuel Fuller, twins, born September 30, 1916 and Ninian U. Jr., born November 21, 1919.

William was educated at Berea College at Berea, Ky., was married to Mary Lee Hope of St. Petersburg in 1940 and during the war served as lieutenant in the air corps. They have two children: Martha and William.

Samuel Fuller was educated at Berea, Ky., and Cornell University. He was married to Virginia Combs of Berea, Ky., in 1941. They have two children: Linda and Rebecca. He served as a major in the air corps during World War II.

Ninian, U., Jr., attended school at Berea, Ky., and Rollins College. He was married to Carrie Green. They have two children, Carrie and Judy. He served as airplane instrument technician in the air corps.

THOMAS CUNNINGHAM HARRIS

Thomas Cunningham Harris was born July 28, 1908, in Parrot, Va., the son of Thomas Cunningham and Mena (Cassie) Harris. He attended public schools in Radford, Va., and in St. Petersburg where he came with his parents in 1920. He was graduated from St. Petersburg High School in 1927.

While a freshman in high school, he started working as an office boy for the St. Petersburg Times. A year later he became a reporter and was assigned to the police and court beat. When 16 years old he covered the famous Frank McDowell murder trial—McDowell murdered two sisters in Georgia and his mother and father in St. Petersburg a year later.

Mr. Harris became city editor of the Times while a junior in high school. He also worked the telegraph desk and covered various beats. In 1928 he covered the Democratic National Convention in Houston, Tex. In 1933 he was promoted to managing editor, becoming the youngest executive of



THOMAS C. HARRIS

that type in the South. He is now executive editor of the Times.

When a youth, Mr. Harris was one of the first Eagle Scouts in Pinellas County. He is now a member of the Chamber of Commerce and St. Petersburg Yacht Club. He is also a member of the American Society of Newspaper Editors, the Florida Associated Press Association and National Associated Press Association. As a newspaper editor he has taken a keen interest in countless civic activities.

In May, 1929, Mr. Harris was married to Patricia Brock. Mr. and Mrs. Harris have three daughters: Margaret and Patricia, twins born August 4, 1934, and Sherry Anita, born February 27, 1942.

LEE CLARENCE SHEPARD

Lee Clarence Shepard was born November 27, 1887, in Ripon, Wis., the son of Guy B. and Ettie (Gay) Shepard. He was educated in the public schools of Ripon.

When he was still a youngster, he learned to become a telegrapher and then was employed by the Western Union Telegraph Company which assigned him to western railroads. He was stationed in many out-of-the-way places in the Far West. Later he was assigned by Western Union to Morris & Company, the large meat packing company later superseded by Wilson Packing Company, and worked in Chicago, Pittsburgh and Philadelphia.

About 1909, he was employed by the Chicago office of the United Wireless Company which transmitted wireless messages commercially. At that time, wireless was still pretty much in the experimental stage. Just a few months before it had been used for the first time in a sea rescue—two steamers collided off Nantucket Lighthouse in a fog and six passengers were saved by "CQD" (before SOS).

Mr. Shepard was assigned by United Wireless to assist in equipping steamships on the Great Lakes with wireless apparatus and to train men, on the ships and in the harbors, to send and receive by wireless. At that time all wireless messages were sent in Morse code, requiring an expert operator

to send and receive. Giant telegraph keys were used and the receiving sets looked like something a boy might build on a rainy afternoon. But they worked—fairly well. Mr. Shepard recalls that one time when he had to put a call through to New York he succeeded only by enlisting the aid of an operator in Tampa, Fla., who relayed the message for him.

Three years after this experience Mr. Shepard came to St. Petersburg to visit his brother, Guy B. Shepard. He liked the town and wanted to stay, but found nothing to do here, and went to Clearwater with the Western Union there. Later he transferred to a Clearwater bank where he was employed as bookkeeper and assistant cashier. In 1918 he went to Tampa as bookkeeper of the First National Bank. Later he moved to Savannah, Ga., where he was associated with Neville, McIver and Barnes, certified public accountants.

Coming back to St. Petersburg in 1920, he opened his own accounting office as a C.P.A. and has since continued in that business. In 1946 he formed a partnership with Gerald E. Klanderman, also a C.P.A.

Mr. Shepard is a past president of St. Petersburg Rotary Club, and has edited the Rotary publication, "The Sunbeam," for the past 13 years. He also is editor of "The Florida Accountant," house organ of the Florida Institute of Accountants, is a member of St. Petersburg Yacht Club and of Pass-a-Grille Yacht Club, Lakewood Country Club and Bath Club.

He is an Episcopalian, a Mason and was the first candidate initiated by the Grotto in St. Petersburg. He has served three terms as a member of the board of governors of the Chamber of Commerce, also as a member of the budget committee of the Community Chest.

He is married to Sallie Mae Sumner Willson. The Shepards have two children.

Pearl Shepard was educated in the public schools of St. Petersburg, and, after graduation from Florida State College for Women at Tallahassee was, for five years, society editor of the St. Petersburg Times. She now lives in West Palm Beach, and is an executive of the Girl Scouts of America.



LEE C. SHEPARD

Lee C. Shepard, Jr., was educated in public schools of St. Petersburg and, following his graduation from Junior College spent four years in his father's office. Upon passing his CPA examinations he entered the army in 1942. He took training at Ft. Benjamin Harrison, served as a captain of Field Artillery in Hawaii for two years, and is now living in West Palm Beach where he conducts an accounting practice.

PAUL BARNETT BARNES

Paul Barnett Barnes was born March 21, 1895, at Decatur, Ala., the son of J. Lee and Mollie (Couch) Barnes. His family moved to Atlanta, Ga., when he was about nine months old, and he spent his boyhood days there, attending Peacock School for Boys. He was graduated from Georgia Military Academy, College Park, Ga., in 1912. He attended the University of Georgia, and was in the Class of 1916, where he was a member of the Phi Delta Theta Fraternity.

He enlisted in World War I as a private at Camp Gordon, Ga., and was made a line sergeant en route to France. During his

service with the 82nd Division at Mount Sec, he was commissioned and sent to the 2nd Division, which was then at Chateau Thierry. He served with the 2nd Division throughout Mont Blanc, St. Mihiel and Meuse-Argonne during the war, and also with the Army of Occupation in Germany. For conspicuous bravery in action he received the Verdun Medal, the Croix de Guerre, the Victory Medal, the Froix de Guerre and citations for "bravery in action transcending the line of duty."

Mr. Barnes first came to St. Petersburg in 1920 with his father, J. Lee Barnes, who had operated hotels in Atlanta including the Ballard, Aragon and Majestic. For a number of years during college vacation he was assistant to his father in hotel operation in Atlanta, and his other hotel experience includes being associate manager of the Georgian Terrace Hotel in Atlanta, Ga. and assistant manager of the old Waldorf Astoria in New York City. He is co-owner with his father of the Huntington Hotel and has been manager of the hotel since 1920.



PAUL B. BARNES

On January 21, 1925 he was married to Miss Anne Carline Alexander of Waco, Texas.

In World War II Mr. Barnes accepted the rank of captain for special duty in the Provost Marshal Department, most of his time being spent in this country. He was awarded the American Defense Medal and also the Victory Medal.

Mr. Barnes is a member of the American Legion, having served as post commander in Post 14, St. Petersburg, and was one of the organizers and first Chef de Garre of Voiture 541, 40 et 8 as well as Past Cheminot and Past Grand Chef de Garre 40 et 8, State of Florida. He is also a member of the Veterans of Foreign Wars and Amvets; one of the organizers and first presidents of the Sunshine Chapter of Hotel Greeters of America; and president of the Sunny South Greeters, which includes Southern states, Cuba and South America. He served for several years as vice-president of the Hotel Greeters International, served on the boards and is past president of the Rotary Club of St. Petersburg, St. Petersburg Chamber of Commerce, St. Petersburg Hotel Association, American Legion Crippled Children's Home, and Phi Delta Theta Alumni Association. He is a member of the Florida Hotel Association, American Hotel Association, Lakewood Country Club, St. Petersburg Yacht Club, Dragon Club, Selama Grotto Club, is a 32nd Degree Mason and a Shriner. He has served on the advisory board of the Salvation Army in St. Petersburg for the past fifteen years, and at the present time is vice-president. He is a member of the city council, having been appointed to serve in March, 1947.

Mr. Barnes is a Protestant, being a member of the Episcopal Church.

EARL GRESH

Earl Gresh was born in Cleveland, Ohio, May 1, 1894, the son of Edwin Pierce and Dora (Parker) Gresh. When he was a child the family moved to Norristown Pa., where he was reared. After attending Norristown public schools he went to Bordentown Military Institute from which he was graduated. During World War I he served thirteen months as an ensign in the U. S. Navy.

Mr. Gresh came from a family of nationally-known cigar manufacturers and he started life with the idea that a business had been created which eventually would be turned over to him. Due to changes caused by World War I, the cigar business failed and Mr. Gresh found himself without that cigar business and an education in no other line. His mother owned a home in St. Petersburg and upon her suggestion he came here in an effort to find something to do.

During his four years at Bordentown Military Institute he had learned to play the violin. Therefore, when he met six boys from Kentucky State College who had an orchestra in St. Petersburg, they asked him to join their orchestra, he did so. The orchestra broadcast for the first time from the Gold Dragon Dance Hall then located above Rutland's Store at Fifth and Central.

Later this band was made a Paul Whiteman unit and, eventually, Earl Gresh became a Columbia recording artist and one of the nation's outstanding orchestra leaders. However, Mr. Gresh realized he was building nothing for his sons so he dropped music and entered the boat building field. During 1929 and 1930 he became one of the nation's leading outboard drivers. He developed a boat design which he manufactured and sold from coast to coast.

While building boats, Mr. Gresh found he possessed manual dexterity to a marked degree, backed up by an artistic sense and a fund of ingenuity. When the depression beached the boat business, he built a workshop in back of his house and started manufacturing small items such as buttons, buckles and bag-tops. His original Gresh wooden purse is now in the Smithsonian Institute.

Gresh products soon became popular. Mr. Gresh built an addition to his workshop and when this proved too small, he built his modern factory on Fourth street north, which was the birth of the Wood Parade, now an attraction which is visited by people from all parts of the country. It is, in reality, a museum of woods which is unique and most artistic.



EARL GRESH

Mr. Gresh has set a vogue in wood—a vogue which has created national comment; so much so, that Dave Elman of Hobby Lobby fame, sent for Mr. Gresh on two different occasions to broadcast on his program. Stories about him and the Wood Parade have appeared in many newspapers and magazines.

Mr. Gresh was one of the founders and was the first president of the St. Petersburg Propeller Club, organized for the furtherance of the port. He was the first president of the St. Petersburg Rod and Gun Club. He is a member of the Westminster Presbyterian Church, Masonic Lodge, the American Legion, Lions Club, and the Sunshine City Boat Club and is a member of the board of governors of the Florida Wild Life Association.

On November 8, 1915, Mr. Gresh was married to Marian Noble, of Norristown, Pa. Mr. and Mrs. Gresh have three sons: Hervey Clinton, born October 14, 1916; Edwin Noble, born June 22, 1919, and William Dixon, born October 23, 1923.

HUBERT RUTLAND

Hubert Rutland was born in Evergreen, Ala., in 1898, the son of Duke Goodman and Temple (Millsap) Rutland. He gained his early education in the public schools of Evergreen and attended the University of Alabama. While at the University he was a member of the Students' Army Training Corps.

In 1919 Mr. Rutland began working for the D. O. Metcalf Company, wholesalers of groceries and dry goods. For two years he was on the road, selling the company's merchandise. Then, the company having closed in the depression of that year, Mr. Rutland came to St. Petersburg, where his brother had bought extensive interests in the T. J. Northrup store, one of the largest department stores in St. Petersburg.

Working with his brother, in what then was the Northrup-Rutland store, Mr. Rutland saw the need for a first-class men's store. Believing that the city now was large enough to warrant such an enterprise, he sought and obtained sufficient additional capital to finance a men's haberdashery

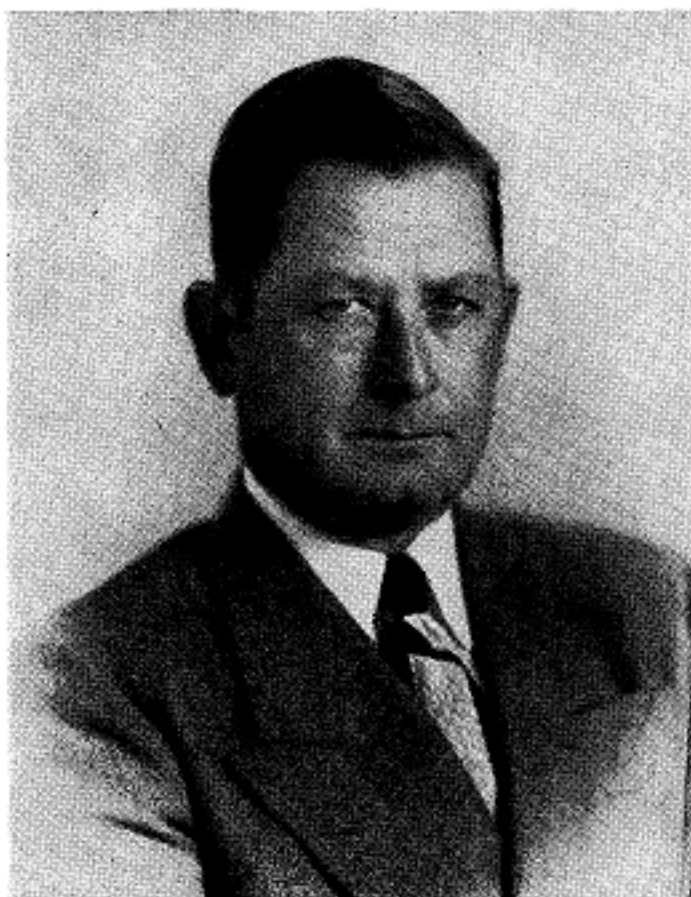
which was opened in 1923, and though it has had to weather two depressions since its inception, has maintained a flourishing business during the past 25 years.

Mr. Rutland is a member of the First Methodist Church, a trustee of the St. Petersburg YMCA, a member of St. Petersburg Yacht and Bath Clubs, the Propeller Club and Lakewood Country Club. He served as a director of the Chamber of Commerce during the years 1942 to 1945. He has taken part in community welfare drives and is a former member of Rotary Club.

Mr. Rutland was married April 29, 1924, to Helen Sterchi of San Antonio, Texas.

The Rutlands have two children. Betty Temple Rutland, born March 4, 1926, was educated in St. Petersburg and Ward Belmont College, Nashville, Tenn., and entered the University of Alabama in 1944.

Hubert Junior was born March 5, 1931. In 1947 he was a student at St. Petersburg High School.



HUBERT RUTLAND

RUEBEN EWALD CLARSON

Rueben Ewald Clarson was born in Sweden October, 4, 1886, the son of F. W. and Jeanette (Jacobson) Clarson. Emigrating to this country while but a boy, Mr. Clarson early became interested in the construction industry.

Coming to St. Petersburg in 1921, he accepted a position as superintendent with the Franklin J. Mason Company. Within two years Mr. Clarson took a partnership in the firm. Between 1921 and 1928 Mr. Clarson was in charge of such projects as the St. Petersburg High School building, West Coast Title Company building, (now the First Federal building,) Pennsylvania Hotel, Salvation Army building, the Ed. T. Lewis home, high school buildings at Clearwater and Tarpon Springs, and ice plants in all three cities.

When the Franklin J. Mason company was dissolved in 1928, Mr. Clarson started his own construction business and operated as the R. E. Clarson Contracting Company until 1940. During that time he built the Leon D. Lewis home and many other homes and commercial projects, including the new city hall of St. Petersburg on Fifth street north, on which work was started in 1939.

Also during this time Mr. Clarson constructed several stores for the F. W. Woolworth Company in eleven southern states. Outstanding store buildings were erected at Birmingham, Ala.; Asheville, Charlotte and Greensburg, N. C.; Norfolk, Danville, Lynchburg, Portsmouth and Newport News, Va., and Atlanta, Georgia.

In 1939 the firm of R. E. Clarson, Incorporated, was formed, with Mr. Clarson as president.

Mr. Clarson is a Baptist, a Mason, member of Rotary Club, St. Petersburg Yacht and Bath Clubs, charter member of Lakewood Country Club, secretary and treasurer of West Coast Chapter, Associated General Contractors of America, Inc., and member of the Chamber of Commerce. He has taken intense interest in aid to youth projects in St. Petersburg, serving as member of the committee for Crippled Children's Hospital and member of the advisory board of Florence Crittenden Home.

On April 20, 1915, Mr. Clarson was married to Ruth J. Harris, of Columbus, Ga. Mrs. Clarson is a member of O.E.S., Woman's Club, the Chamber of Commerce Women, and a past president of the Rotary Anns.

The Clarsons have three children.

The eldest, R. E. Clarson, Jr., was born October 24, 1917, attended St. Petersburg schools, the University of Florida, Georgia School of Technology, Midshipman's School, Prairie State, New York, and completed the Naval Architectural course at the post graduate school, U. S. Naval Academy, Annapolis. He served four years and two months in the navy during World War II, and was released from duty in November, 1945 as a lieutenant U.S.N.R. He is married, has two children and is engaged in business with his father as permanent vice president and general manager of the construction company.

Ruth J. Clarson Wood, was born December 27, 1919. Following graduation from St. Petersburg public schools and Junior College she studied dramatics at the University of North Carolina. She played in summer stock theatrical companies in Massachusetts and was invited to become a regular member of the Theatre of the Dale, Ridgefield, Conn. She studied voice abroad and in New York for several years and has sung with the San



RUEBEN E. CLARSON

Carlo Opera Company in Washington, D. C., the National Grand Opera Company in Cleveland and Chicago Civic Opera Company. She is now engaged in concert work.

Mason E. Clarson was born July 3, 1925. Following his graduation from St. Petersburg schools, Mason entered Staunton Military Academy, and, during his three years of duty during World War II, took two years of V-12 training at Tulane University, New Orleans. After his release from the air forces he entered Tulane University as a pre-law student.

THOMAS LEE WEAVER

Thomas Lee Weaver was born March 22, 1870, in Murray County, near Dalton, Ga., the son of Albert Tipton and Margaret Ann (Martin) Weaver. He was educated at Pine Chapel Academy near Calhoun, Ga.,

In 1891, T. L. Weaver with his two brothers, Samuel and John, began operation of a small portable saw mill in Whitfield and Murray counties, in Georgia. This venture prospered and was the beginning of the firm of Weaver Brothers Lumber Company.

In 1897 they left Georgia and built a small saw mill near Alameda, in Clarke County, Alabama. This mill they operated for four years. Then, in 1900, Captain Tom, as he then was known, left for Louisiana and purchased land and timber at Flora, and started construction of a mill there. When the saw mill was ready for operations one year later, he was joined by his two brothers.

The Flora mill was the first of five constructed and operated by the Weaver brothers during the following five years. A wholesale lumber office was opened in Shreveport, La.

In 1909 the Weaver Brothers, together with a brother-in-law, John H. Loughridge, bought land and timber in northern Florida near Perry. Here they erected a modern mill, at what is now Boyd, and started the Weaver-Loughridge Lumber Company. In 1921 the company opened a small retail lumber yard in St. Petersburg and later developed the concern now known as Pinellas Lumber Company, one of the leading lumber and building material supply companies on the west coast.



T. L. WEAVER

Mr. Weaver made several real estate investments in and near St. Petersburg, including a piece of land which was to front on Gandy Boulevard, then under construction. Later he disposed of this tract to the promoters of a greyhound racing venture later known as the St. Petersburg Kennel Club. Lumber and other materials to construct the grandstand, kennels and other buildings were supplied by the Pinellas Lumber Company.

Eventually a reorganization became necessary at which time T. L. Weaver became president of the St. Petersburg Kennel Club, continuing as such until his retirement in 1947.

Mr. Weaver was married January 17, 1897, to Mary Elvira Loughridge, of Murray County, Georgia. The Weavers have six children, all now living in St. Petersburg.

The eldest, Joyce Ann Weaver, was born July 24, 1898, is now Mrs. John E. Brooks. Anita Pearl Weaver, born July 10, 1899, now is Mrs. W. N. Hankins. Alta May Weaver, born October 21, 1901, now is Mrs. W. W. Trefethen. Arthur Vey Weaver was born June 21, 1903; Otto Lee Weaver, July 23, 1905, and Albert Drake Weaver, September 13, 1911.

The Weaver sons and daughters were educated in the Natchitoches, La., public schools and the Louisiana Normal, Natchitoches. The girls finished their education at Michigan State Normal, Ypsilanti, Michigan, receiving liberal arts degrees. The sons attended Louisiana State University, Baton Rouge, La., and Georgia School of Technology, Atlanta, Georgia.

WESLEY A. HENDRY

Wesley A. Hendry was born in Taylor County, Florida, March 3, 1872, a son of Robert Wesley and Annie (Delk) Hendry. His father was a native of Florida and his mother of Georgia.

After attending the Taylor County schools, Mr. Hendry studied at the Jasper Normal School. He then taught school in Perry, Fla., and later served eight years as the county superintendent of schools.

Shortly after the turn of the century, Mr. Hendry gave up educational work and became active in Taylor County business enterprises. He was one of the first men

in Florida to establish an automobile agency. He also founded the Gulf Telephone Company which ultimately extended over four counties. He continued to operate the company, in which he was the largest stockholder, until after World War I. It is one of the few independent telephone companies still in operation.

With his brother, William T. Hendry, he owned the Hendry Realty & Abstract Company, of Perry. He was active in real estate for many years and developed several subdivisions in the Perry district.

In 1921 he came to St. Petersburg and with his brother-in-law, E. L. Williams, founded the Pinellas Lumber Company. He sold his stock in the company to the Weaver-Loughridge interests in 1922 but continued as general manager until 1925 when he founded the Hendry Lumber Co. He continued as head of the Hendry Lumber Co. until he died on December 9, 1947.

Mr. Hendry was a member and a steward of the First Methodist Church, and until his illness was active in the Inter-State Bible Class of that church. He also belonged to the St. Petersburg Lodge No. 1224, B.P.O.E., and was an early member of the Optimist Club. He was a life member of the Y. M. C. A., and also a member of the Chamber of Commerce.

On November 23, 1898, Mr. Hendry was married to Mae Weaver, of Perry, Fla. Mrs. Hendry died December 17, 1946.

Mr. and Mrs. Hendry had three children: Annie Mae, born February 15, 1902; Robert W., born September 25, 1909, and James E., born November 7, 1912.

Annie Mae Hendry was graduated from Taylor County High School in 1919 and received an A.B. degree from the Florida State College for Women in 1923. She taught two years in Alva, Lee County, and since the fall of 1925 has been a teacher in the Mirror Lake Junior High School.

Robert W. Hendry was graduated from St. Petersburg High School in 1927 and was a member of the first graduating class of St. Petersburg Junior College, in 1929. Since then he has been associated with the Hendry Lumber Company except for a year and a half during World War II when he was purchasing agent for the Post Engineer, Corps of Engineers, United States Army. He has been manager of the com-



WESLEY A. HENDRY

pany since the fall of 1943. In 1937, he was married to Hildred Johnston, of Goderich, Ontario. They have three children: Donald Wesley, born October 21, 1937; Martha Jean, born February 16, 1939, and Laureen Marie, born August 14, 1944.

James E. Hendry was graduated from St. Petersburg High School in 1930, from St. Petersburg Junior College in 1932 and in 1932 received an LL.B. degree at the University of Florida. He then joined the Hendry Lumber Co. In February, 1942, he enlisted in the U.S. Coast Guard and was commissioned as an ensign the following June. During the next three and a half years he took part in convoy duty on the Atlantic and served on attack transports during invasions in the European and Pacific areas. For two years he served as communications officer on the famous attack transport Samuel Chase. He was discharged in January, 1946, with the rank of lieutenant. He is vice-president of the Hendry Lumber Co. and manager of the Hendry Building Co., of which his brother is part owner.

JOHN BRYAN GREEN

John Bryan Green was born in North East, Pa., on October 12, 1896, the son of Charles A. and Hattie (Phanco) Green. He was educated in the public schools of North East, and was graduated from high school in 1914.

After graduation from high school, Mr. Green became connected with the Eureka Company, North East, Pa., in the cost accounting department for a period of three years. During World War I he served as a private in Motor Corps, Medical Department. He then became associated with the Union Carbide and Carbon Corporation as an accountant in Cleveland, Ohio, and Niagara Falls, N. Y. until 1921.

In that year Mr. Green came to St. Petersburg. Following a period of two years as a real-estate salesman, Mr. Green opened an office as a broker in partnership with William Richman under the firm name of Green and Richman. They specialized in business property and built many commercial buildings in St. Petersburg, including the Green-

Richman Arcade, now the Seventh Street Arcade.

Becoming interested in valuation of real estate, in the early years of his real estate practice, Mr. Green made a study of appraising. In 1933 he became a member of the American Institute of Real Estate Appraisers and since that time has taken active part in state and national real estate and appraisals circles.

In 1938 Mr. Green was asked by the Secretary of War to assist in the evaluation of all lands owned by the United States on Manzanillo Island, Republic of Panama. He also served as chairman of a three-member appraisal board set up in Public Resolution 54 of the Congress of the United States. This appraisal assignment included the entire city of Colon at the Atlantic end of the Panama Canal. Upon completion of this assignment Mr. Green was retained by the Governor of the Canal Zone to make an individual appraisal of all lands owned by the United States in the City of Panama, Republic of Panama.

Mr. Green has served as the chief appraiser for the First Federal Savings and Loan Association of St. Petersburg since its inception in 1933. He also has been appraiser for life insurance companies, trust companies, and banks throughout the nation.

Many St. Petersburg subdivisions have been offered to the public by Mr. Green, including Brightwaters on Snell Isle, in process of development in 1947, and generally conceded to be one of the finest residential developments on Florida's West Coast.

Mr. Green is a member of St. Petersburg Lodge No. 139, F. and A.M.; St. Petersburg Chapter No. 31, Sunshine Commandery; No. 20, Egypt Temple and Shrine, the St. Petersburg Yacht Club, St. Petersburg Chamber of Commerce, the St. Petersburg Board of Realtors, of which he is a past president; member and past vice president of the Florida Association of Realtors, past director of the National Association of Real Estate Boards, and was chosen president for 1946 and 1947 of St. Petersburg Insurers' Exchange. He is a member and past vice president of American Institute of Real Estate Appraisers and member of the board of governors of the Institute during the



JOHN B. GREEN

years 1937, 1938 and 1939. He also was president of the Florida Chapter of the Institute in 1937.

Mr. Green is a member of First Avenue Methodist Church of St. Petersburg. He was married January 12, 1918, to Lillian Mae Williams of North East, Pa.

JAMES R. BUSSEY

James R. Bussey was born in Clinton, Ky., February 26, 1887, the son of Charles E. and Edna S. (Spicer) Bussey. His father was a native of Alabama and his mother of Kentucky. He received his early education in the Clinton public schools and at Marvin College, in Clinton.

While attending school he started working at the Clinton Exchange of the Cumberland Telephone and Telegraph Company as a night telephone operator and switchboard trouble shooter. After being graduated from college, he went to Nashville, Tenn., where he worked in the shops of the telephone company, learning the technical phases of the business. In 1907 he was made manager of the company's exchange in Watertown, Tenn. He then went to Golconda, Ill., as manager of an independent company. In 1908 he went to Chicago, took a brief course in shorthand and typewriting, and then went to work in the president's office of the Chicago and Alton Railroad.

In 1911 Mr. Bussey went to Vanderbilt University Law School and worked as a secretary in the district attorney's office of the Louisville and Nashville Railroad while taking his first year's law work. He then went to the University of Kentucky where he was graduated with an LL.B. degree in May, 1913.

Mr. Bussey began practicing law in Paducah, Ky., where he remained until February, 1914, when he moved to Forrest City, Ark. He practiced there until the fall of 1920. In the spring of 1921 he came to St. Petersburg and in the following January formed a law partnership with Judge Freeman P. Lane which was terminated in 1924 when Judge Lane became Circuit Judge of the 6th Judicial District. Since then he has practiced as the senior member of the firms Bussey, Mann & Barton, and Bussey, Mann, Simmons & Fielding.



JAMES R. BUSSEY

Mr. Bussey was one of the organizers of the Princess Martha Co., and has served as its secretary and treasurer since it was incorporated. He also was one of the organizers of the Bee Line Ferry Co., and became secretary and treasurer of the company after the death of Charles R. Carter. He has had many other business connections during the past quarter century.

Since coming to St. Petersburg Mr. Bussey has taken a keen interest in civic affairs. In 1923 he served on the charter board with A. P. Avery and Lew B. Brown. He is a member of St. Petersburg Lodge No. 139, F. & A.M., Sunshine Commandary Knight Templars, St. Petersburg Chapter No. 31, R.A.M., and is a Shriner, Egypt Temple. He is a life member of the Y.M.C.A. and is a member of the St. Petersburg Yacht Club.

Mr. Bussey was married to Frances Mann, of Forrest City, Ark., in October 1913. Mr. and Mrs. Bussey had five children: James, Jr., born January 4, 1915; Martha, born June 30, 1919; Sam, born September 21,

1922; William, born October 22, 1925, and Robert, born March 4, 1927.

Sam Bussey was graduated from St. Petersburg High School and later attended Vanderbilt University and then Sewanee University at Sewanee, Tenn. In April, 1941, he enlisted in the Artillery and received his training at Fort Sill, Oklahoma. His company was shipped out of San Francisco in December, 1941, and after stopping briefly in Australia was sent to Java. On February 28, 1942, Sam was captured by the Japanese. He was taken to a prison camp in Indo-China where he died January 18, 1944.

RAY E. DUGAN

Ray E. Dugan was born March 21, 1898, at Osceola Mills, Pa., the son of Cormick J. and Ellen (FitzGerald) Dugan. He was educated in the public schools of Philadelphia and Alma Krause Private Day School, and attended Drexel Institute and University of Pennsylvania, taking courses in finance and business administration.



RAY E. DUGAN

Mr. Dugan enlisted in World War I and served as a sergeant in the 440th Engineers. He received his honorable discharge February 15, 1919.

Following the war, Mr. Dugan was associated with the Trinidad Lake Petroleum Company, at Port-of-Spain, Trinidad, and later he was with the Superior Boston Copper Company at Globe, Arizona.

In 1921 Mr. Dugan came to St. Petersburg to represent Irene C. Davis, wife of F. A. Davis, developer and builder, of St. Petersburg and Philadelphia in the liquidation of the Davis estate. In 1928 Mr. Dugan organized the State Adjustment Company and the County Finance Company, serving first as secretary of the two firms, then as president, the position he still retains.

During those years Mr. Dugan also was exclusive agent for Jacob Ruppert, both in Florida and the Panama Canal Zone, handling all of Col. Ruppert's personal holdings in Florida from 1927 to the time of his death, after which Mr. Dugan conducted the appraisal of the Ruppert estate and liquidated most of its Florida holdings, resigning the post of agent for the estate in 1941.

On July 1, 1943, Mr. Dugan was elected to the St. Petersburg city council and for the following four years much of his time and effort was devoted to formulation of plans for improvement of the city's financial position and reduction of its huge bonded debt.

Serving as chairman of the finance, budget, tax and real estate committees during his entire term, Mr. Dugan took a leading part in the refunding of city bonds at a decreased interest rate, the acquisition of needed waterfront property for the city, the formation of the Lake Maggiore park project which gives the city a much-needed recreation area on the south side, and, most important of all, the liquidation of \$1,200,000 delinquent taxes, which, together with the bond refunding, put the city back on its financial feet. In addition, a badly muddled tax situation, in which the city had been unable to obtain taxes from absentee owners, was straightened out, and the collection of taxes was put on a 98 per cent basis.

As chairman of the State Legislative Committee of the Florida League of Munici-

palities, also of the League's Tax Reallocation Aid for Cities Committee for the years 1946 and 1947, Mr. Dugan prepared factual reports covering 92 per cent of all Florida municipalities and presented his findings to members of the Florida House and Senate during the 1947 session.

Mr. Dugan has served two terms on the board of governors of the Chamber of Commerce; three terms on the board of governors of the Yacht Club; he was, for years, chairman of the advancement committee of the Boy Scouts of America. He is a past member of the fellowship committee of Rotary Club, a past president of Dragon Club, past director of the Chamber of Commerce, a member of Bath Club, Lakewood Country Club, Iska Helih Homa, Yacht Club, and the Catholic Church. In 1946 he was appointed Aviation Consultant to the State of Oklahoma by Governor Robert Kerr.

Mr. Dugan was married in July, 1929, to Nadi Dent, a native Floridian of St. Petersburg.

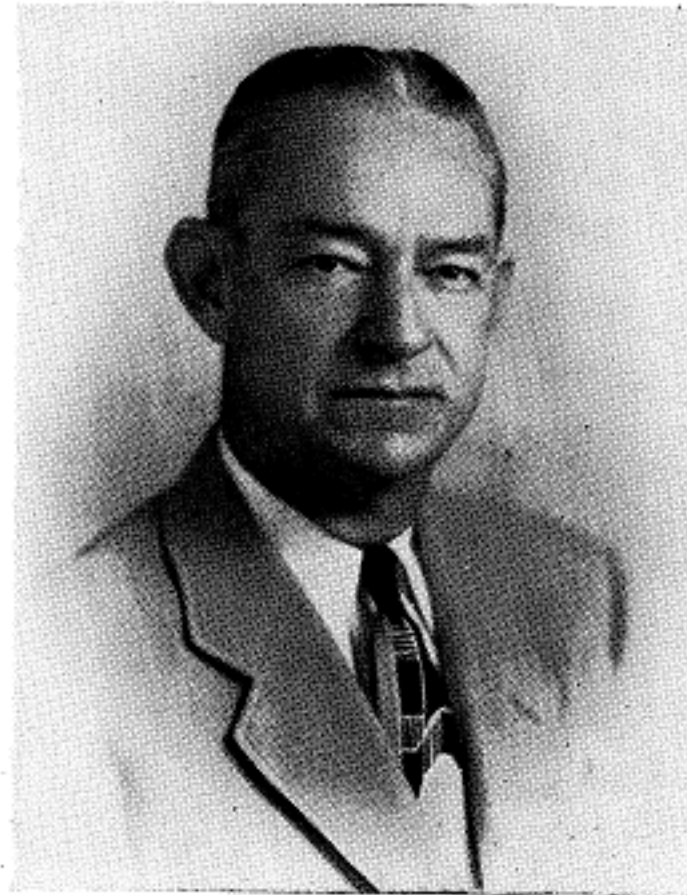
JAMES DRAFFEN BOURNE

James Draffen Bourne was born in Mills River, Henderson County, North Carolina, August 4, 1893, the son of James Draffen and Sarah (Thompson) Bourne. He was educated in the public schools of North Carolina and was graduated from the Asheville High School in 1912. He then attended North Carolina A. & M. College.

In 1914, Mr. Bourne went with the Piedmont Electric Company, at Asheville, and soon afterward was enrolled for student training at Nela Park, Cleveland, the research laboratory of General Electric. He then joined the Westinghouse Lamp Company and was assigned to sales and engineering work in the Atlanta territory. While with Westinghouse he took a students' training course in the company's plant at Bloomfield, N. J.

Mr. Bourne entered the U. S. Navy with the rank of ensign in 1917, served on shore duty a short time and then returned to Westinghouse for war illumination work in the textile industry.

In 1919, Mr. Bourne became co-owner of the Electric Sales Company, in Savannah, Ga., where he remained until 1921 when he came to St. Petersburg and became co-



JAMES D. BOURNE

owner of the Hallowell-Bourne Electric Company. A year later he sold his interest in the partnership to Mr. Hallowell and organized Bourne & Company, to handle real estate and insurance. He has been engaged in that business ever since.

Mr. Bourne was vice-president of the Franklin J. Mason Company which built the Princess Martha Hotel, the West Coast Title Company building, now the First Federal building, and many other buildings. He was one of the organizers and served as a member of the board of directors of the Florida National Bank. When the First Federal Savings & Loan Company was organized, he served as its first president.

For many years, Mr. Bourne has been an active member of the Chamber of Commerce and he served the organization as a member of the board of directors and as president, in 1936. He is a charter member of the Illuminating Engineering Society. He is a past president of the Rotary Club and the St. Petersburg Real Estate Board, a former vice-president of the Florida Association of Real Estate Boards, a former director of the Y.M.C.A., and a former board member of

the Red Cross. He is a member of the St. Petersburg Yacht Club and a member of the Lakewood Country Club in which he also served as a director.

On November 19, 1918, Mr. Bourne was married to Lillian Herndon, daughter of Max and Cora (Thrash) Herndon, of Durham, N. C. Mrs. Bourne served as chairman of Volunteer Services of the Red Cross during the entire war period, is a past president of the Women of Rotary, and is a member and past president of the Progress Study Club. Mr. and Mrs. Bourne have two children: Lillian, now the wife of Thomas V. LeFevre, born June 12, 1922, and James Draffen, Jr., born August 14, 1925.

THE CHILDS BROTHERS

From a biographical standpoint, remarkably similar lives have been led by Walter H. Childs, Jr., and Harry W. Childs, owners of Childs Pharmacy, the oldest pharmacy in St. Petersburg operating under the original ownership.

Both men were born in McKeesport, Pa., the sons of Walter H. and Grace (Izod)



HARRY W. CHILDS



WALTER H. CHILDS, JR.

Childs. The parents were natives of England who came to the United States with their families when they were children and settled in McKeesport. Walter H. Childs, Jr., was born August 5, 1893, and Harry W. Childs, November 26, 1895. They were graduated from the McKeesport High School and then attended the College of Pharmacy at the University of Pittsburgh from which they were graduated in June, 1917.

On December 5, 1917, the brothers enlisted in the army at Pittsburgh and, a week later, on their arrival at Fort Ogelthorpe, Ga., were assigned to the hospital train division. After receiving special training, they were sent to France and assigned to Hospital Train No. 54 on which they worked until July 4, 1919. The train evacuated wounded from five major fronts during the war and later served the Army of Occupation. The Childs brothers were together during the entire war and were both discharged from the service in August, 1919.

On April 1, 1921, the Childs brothers came to St. Petersburg, bought the Freer Drug Store and established Childs Phar-

macy. Their store, which has become a St. Petersburg institution, has always been located at or near the corner of Fourth and Central. Since 1937 it has been in a building at 337 Central avenue which the brothers purchased.

The Childs brothers are both members of the Episcopal Church, St. Petersburg Lodge No. 139, F. & A. M., Egypt Temple of Shriners, Knight Templars, the American Legion, and are former members of the Civitan Club. They also are members of the Florida State Pharmaceutical Association. Harry is a charter member of Lakewood Country Club, a former member of the sports committee of the Chamber of Commerce, and is a past president of the Florida State Pharmaceutical Association. Both men are members of the Quarterback Club which Harry Childs served as president from 1938 through 1946. (See Index: Quarterback Club.)

On April 28, 1921, Walter H. Childs, Jr., was married to Frieda Lang, of Pittsburgh.

Harry W. Childs was married on May 15, 1920, to Louise Tawney, of McKeesport, Pa. Mr. and Mrs. Childs have a daughter, Helen, born March 15, 1922, who was graduated from St. Petersburg High School and the University of Tennessee and is now the wife of Robert Siviter.

JOSEPH EDWIN BRYAN

Joseph Edwin Bryan was born in Jackson, Ga., September 6, 1900, the son of Claude and Bertha (McMichael) Bryan. He was educated in the public schools of Jackson, Ga., and entered Georgia School of Technology in 1917.

At outbreak of World War 1 Mr. Bryan enlisted in the army and served in the Infantry Training Division until the end of the war. He then returned to Atlanta, Ga., to complete his education.

In 1922 a former fellow employe of the bank in Jackson, Ga., wrote Mr. Bryan from St. Petersburg, telling of the opportunities and advantages of this city. Becoming interested, Mr. Bryan determined to visit St. Petersburg. This he did, coming here in 1922, and shortly after was employed by the then Ninth Street Bank and Trust Company as bookkeeper. By 1930, when the



J. E. BRYAN

bank was closed because of the business depression throughout the country, Mr. Bryan had advanced to the position of assistant cashier of the bank.

In August, 1930, Mr. Bryan became assistant cashier of the First Security Bank and remained as assistant cashier until 1931, when the name was changed to the Union Trust Company and Mr. Bryan was made treasurer.

During the following years he served the institution as assistant vice president, vice president, cashier, and executive vice president.

In June 1944, Mr. Bryan was made president, which position he has held to date. Keenly interested in community welfare, Mr. Bryan has given largely of his time to such organizations as the Chamber of Commerce, which he served during 1945 and 1946 as vice president, and to which he was elected president in 1947. He also is second vice president to St. Petersburg Community Welfare Chest, member of the board of directors of Kiwanis Club, president of Lakewood Country Club, member and a

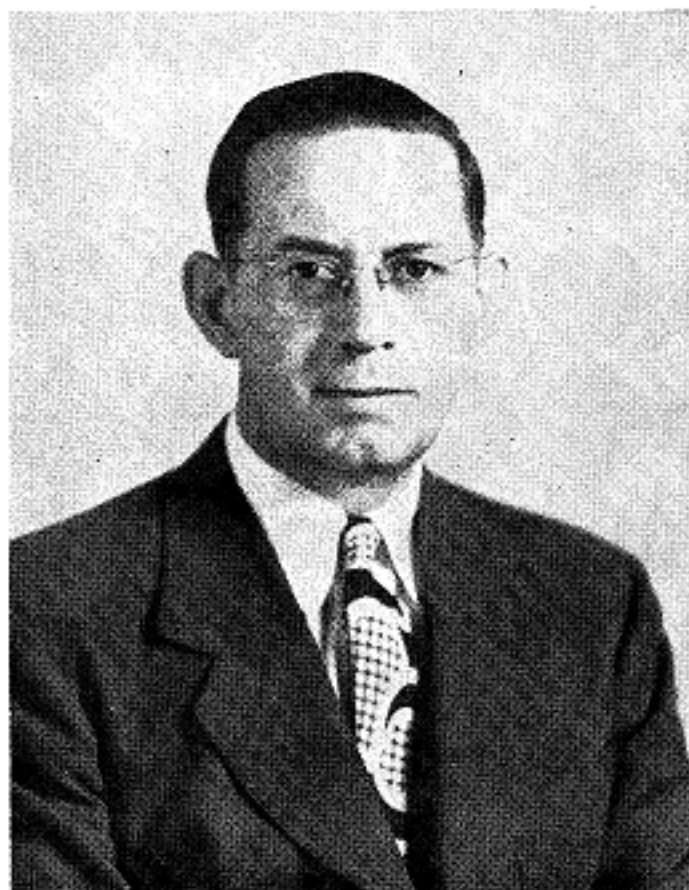
director of St. Petersburg Quarterback Club, member of First Baptist Church and of the Bath Club and St. Petersburg Yacht Club.

Mr. Bryan is a Mason and a member of Selama Grotto, the Commandery, the Shrine and Knights of Pythias.

On June 16, 1928, he was married to Virginia Buchanan, of Holliday's Cove, W. Va. The Bryans have two children. Betty Ann Bryan was born September 15, 1929. She was graduated from the public schools of St. Petersburg and entered the University of Kentucky in 1947. Joseph E. Bryan, Jr. was born February 15, 1931, and in 1947 was attending St. Petersburg High School.

ELON CLIFFORD ROBISON

Elon Clifford Robison was born November 27, 1898, in Detroit, Mich., the son of John Peter and Fannie (Pos) Robison. He was educated in the Detroit public schools and at the Raymond Riordan Preparatory School, in Highland, N. Y., from which he was graduated in 1916.



E. C. ROBISON

In April, 1918, he enlisted in the Marine Corps and was assigned to the Fifth Regiment, Second Division. Sent overseas soon afterward, he took part in five major engagements of the American army, including St. Mihiel, Argonne and Champagne, and was with the Army of Occupation until he was discharged in September, 1919.

Returning to civilian life, he went into the photo-finishing business in Detroit with his father, one of the pioneers in that line of business. In 1921, his father opened a photo-finishing house in St. Petersburg to keep his organization intact during the northern dull season.

Foreseeing the future of St. Petersburg, Elon Robison came here in 1922 and took over the business his father had started, on Third street opposite Williams Park. In 1926, he opened a store on Central avenue. Since then he has moved his main place of business three times in the 400 block to take care of his expanding trade. His establishment is now rated as one of the largest and best equipped in the entire South. In addition to his Central avenue store he maintained his Third street store and also has a laboratory on First avenue south.

In 1929, Mr. Robison incorporated the Robison-Moore Corp., a wholesale photo-finishing and photo supplies concern which now serves a large part of Central Florida and the West Coast. Tampa, Sarasota and Clearwater are serviced daily and forty other communities are served by mail. During the peak season, the Robison organizations employ more than 50 photo-finishers and clerks.

Mr. Robison is a member of the Board of directors of the Master Photo Dealers & Finishers Association and is a regional director of Southeastern States M.P.D. & F.A. He was the first president of the Florida M.P.D. & F.A.

Since first coming to St. Petersburg, Mr. Robison has taken an active part in Chamber of Commerce work. He served as chairman of the sports committee for many years and helped build up the city's sport activities; he has been chairman of the advertising committee, and in 1947 was a member

of the board of governors and executive committee. During World War II he served as chairman of the OPA gas rationing committee from which he resigned when asked to become a candidate for city councilman in District No. 1. Elected in 1943, he served on the council for four years. During the last two years he served as vice-mayor. While on the council he was chairman of the public works committee which supervised all the public utilities and airport. In 1947 he was a candidate for mayor.

Mr. Robison has been a member of the St. Petersburg Yacht Club since 1926 and served as commodore in 1935 and 1936. He was chairman of the St. Petersburg-Havana race committee for five years and has served as a member of the committee since the races were first started.

He is a charter member of the Lakewood Country Club and a member of the Dragon Club and Bernard Hickey Post of the Marine Corps League. He is also a member and a former director of the Kiwanis Club.

On July 12, 1922, Mr. Robison was married to Frances Laurandean, daughter of Louis Phillip and Mary (Brady) Laurandean, of Detroit. Mr. and Mrs. Robison have two sons: Donald Elon, born July 26, 1925, and David Francis, born October 10, 1928. Donald was graduated from the Massachusetts Institute of Technology in 1946 and in 1947 was employed as an aeronautical engineer by the Chance-Vaught Aeronautical Co., in Stratford, Conn. In 1947 David was attending Notre Dame University.

JOHN S. RHODES

John S. Rhodes was born at McKeesport, Pa., on July 24th 1896, the son of Frank McClure and Ida J. Serena Rhodes. He was educated in the public schools of McKeesport and was graduated from the Eccles College of Embalming at Philadelphia, Pa. Following his graduation, Mr. Rhodes was associated with the Thomas B. Moreland Company of Pittsburgh, Pa., an old, established business that was considered a leader in the United States.

In 1922 he came to St. Petersburg where he was associated with the Endicott Funeral Home until January, 1925. In April, 1925, he established his own business under the



JOHN S. RHODES

name of John S. Rhodes, Inc., Funeral Directors, which he has continued to operate since. He is married to Letha Fender of Inverness, Fla. Mr. and Mrs. Rhodes have two sons, Robert Fender, nine years, and William John, four years of age. Mr. Rhodes also has a son and a daughter by a former marriage, John S., Jr., and Betty Ann Rhodes. Betty Ann is a student in the local high school. John S., Jr. is married to Marjorie Gullickson of St. Petersburg and since his return from service in World War II, is associated with his father.

Mr. Rhodes is a past-president of the National Funeral Directors Association and a past-president of Florida Funeral Directors Association, is a member and past-president of St. Petersburg Rotary Club, is a director of the Florida State Chamber of Commerce and is serving on the Board of the American Legion Crippled Children's Hospital. He is a 32nd Degree Mason, a Knight Templar and a Shriner. He also belongs to the St. Petersburg Lodge of Elks and is a member of the Knights of Pythias. He belongs to the Lakewood Country Club, the Bath Club, St. Petersburg Quarterback Club

and the St. Petersburg Yacht Club. Mr. Rhodes is a member of the St. Petersburg Chamber of Commerce and has given generously of his time to the various community welfare fund drives.

LESTER DEAN GOHEEN

Lester Dean Goheen was born in Baileyville, Centre County, Pennsylvania, September 15, 1894, the son of Robert G. and Nannie Belle (McWilliams) Goheen. He was educated in the Baileyville grammar school, the Juniata Preparatory School, in Huntingdon, Pa., and the Zeth Business College, in Altoona, Pa., where he took a general business course.

Mr. Goheen was first employed in the statistical department of the Pennsylvania Railroad in Tyrone, Pa. He remained there two and a half years and then went into the wholesale ice cream and restaurant business. Because of a physical disability, he was prevented from enlisting in World War I; instead he worked for large contracting firms which had government contracts for vital war projects.



LESTER D. GOHEEN

In April, 1919, he went to Harriman, Pa., a town constructed by the government in connection with the Bristol Shipyards. He started as a hotel cashier and worked his way up to become assistant to Paul R. Boardman, then town manager of Harriman. When Mr. Boardman returned to St. Petersburg, Mr. Goheen became acting manager of the town.

In September, 1922, Mr. Goheen resigned his position in Harriman and came to St. Petersburg to work as a salesman for the Boardman-Frazee Realty Co. In October, 1923, he became vice-president of the organization.

In June, 1928, he resigned from the company to become purchasing agent for the City of St. Petersburg, which position he held until March 1, 1930. He then was appointed manager of the Franklin Mortgage Co. He continued as manager and later as acting receiver of the company until October 31, 1938, when it was completely liquidated. When this work was finished, he formed a partnership with Henry M. Amsler, of Clarion, Pa., to form the Lesler Company to operate as investment brokers. The company owns the Beverly Hotel, the Beverly Annex, the Biscayne Hotel, the Lesler block, and other properties. Mr. Goheen also does a general insurance and real estate business.

Mr. Goheen has taken an active part in civic affairs for the past quarter century. He has aided in local drives to raise funds for the Community Chest, Chamber of Commerce, Red Cross, the Y.M.C.A., Boy Scouts and other organizations. He is a past president and executive board member of the St. Petersburg Insurers Exchange; a member of the Florida and National Associations of Insurance Agents; a past president of the Pinellas Area Council of Boy Scouts of America; a 25-year member of the Chamber of Commerce, and is a member of the St. Petersburg, Florida and American hotel associations. He is a member of the St. Petersburg Yacht Club and Bath Club on Redington Beach.

A 32nd degree Mason, Mr. Goheen has been active for many years in Masonic work. He is a past worshipful master, a former trustee and is treasurer of St. Petersburg Lodge No. 139, F. & A.M. He is a member of Tampa Consistory and Egypt Temple Shrine, at Tampa. Since 1936 he has been

a member of the advisory council of the St. Petersburg chapter of DeMolays.

Mr. Goheen is married to Hannah Louise Skeen. Mrs. Goheen has been active for many years in civic and church work. Mr. and Mrs. Goheen have a son Robert Marsh Goheen, who was graduated from the University of Florida with a B.S. degree in engineering and who served five and one-half years in the Army Air Corps during World War II.

RAY J. KNIPE

Ray J. Knipe was born in Franklyn Square, Ohio, August 15, 1895, the son of Arthur and Alice (Long) Knipe.

Following his graduation from high school at Harrisburg, Pa., he embarked on his retail sales career after a personal interview with F. W. Woolworth resulted in his employment as a trainee for an executive position. Mr. Knipe was one of the few Woolworth executives personally chosen by Mr. Woolworth.

In 1917, after four years with the Woolworth organization, he enlisted in the army. He was trained at Camp Sherman, Ohio, and, as a member of the American Expeditionary Forces served in England, France and Oran, Algeria, from May, 1918 to June, 1919. He was a sergeant with the 330th Infantry, 83rd Division.

Upon his discharge from the army in 1919 Mr. Knipe returned to the Woolworth Company as manager, consecutively, of several stores in Pennsylvania towns. Then, receiving an unusual offer from the J. C. McCrory Company at Clearfield, Pa., he changed to that company, managing the Clearfield store for a time, then was transferred to Florida to open the St. Petersburg McCrory Store in 1922.

During 1925 and 1926 Mr. Knipe became interested in the real estate business in St. Petersburg. Deciding within a short time that the field of real estate was far less fascinating than retail merchandising, Mr. Knipe traveled about the country for some time. At Fort Wayne, Ind., Hartford and Plainfield, Conn., he organized branch stores for the Lubrication Products Company, and



RAY J. KNIPE

acted as personnel director and store manager for the G. C. Murphy Company.

When, in June, 1929, the Sears Roebuck Company sought a manager for the new store they proposed to open in St. Petersburg, Mr. Knipe returned to this city and took over the post in which he continues to date. Mr. Knipe is widely known as one of the most progressive store executives in the South.

He has served three terms as president of St. Petersburg Merchants Association, is vice president and member of the board of directors of the Chamber of Commerce, member of St. Petersburg Festival of States Committee for the past six years, and was chairman of the Festival in 1940. He was president of the Community Chest in 1947, and campaign chairman of the Chest in 1946.

During World War II he was appointed chairman and commander of the St. Petersburg Defense Council by Governor Spessard Holland, and served for the duration of the war. Mr. Knipe is a thirty-second degree Mason, a member of Lodge 139, F. & A.M.,

member of Rotary Club, a director of Lakewood Country Club, member of the Yacht Club and of Post 14, American Legion. He is affiliated with the Unity Church.

Mr. Knipe was married July 9, 1924 to Virginia Mueller. Mrs. Knipe is a past president of the Rotary Anns, and president of Women of the Chamber of Commerce.

Mr. and Mrs. Knipe have two children. Joy Virginia, born December 28, 1925, is a graduate of Florida State College for Women. Ray J. Knipe Jr., was born June 24, 1927. Ray served one year in the U. S. Navy following graduation from St. Petersburg high school. He entered the University of Florida at Gainesville in 1946.

JOHN THOMAS FISHER

John Thomas Fisher was born May 9, 1897, at Lake Toxaway, Transylvania County, North Carolina, the son of Dr. W. C. and Rhonda (Walker) Fisher. His father died when he was six years old and he was unable to attend school beyond the third



JOHN THOMAS FISHER

reader, only his two older brothers finding it possible to receive higher educations.

At the age of 13 he ran away from home and for the next three years worked with a railroad gang. He then secured work as a ground man with a line crew for Western Union Telegraph, receiving \$15 a month. Leaving this job in July, 1916, he worked as a "coal monkey" on the Ohio River freight boats until April 6, 1917, when he enlisted in the army. He became sergeant major with Headquarters Battalion, 77th Field Artillery, 4th Division, and served with the A.E.F. in France from November, 1917, to Jan 12, 1919, participating in many offensives and being wounded in action. He was discharged from service July 13, 1921, after nearly two years in army hospitals.

Returning to civilian life, Mr. Fisher worked for almost a year for the Buick Motor Co., in Flint, Mich., and then left to come to St. Petersburg where he opened a real estate office as general broker. Since then he and his associates have subdivided and developed twenty-two subdivisions in Pinellas County, operating principally in the Lealman territory. When he first began the Highland Grove Subdivision there were not more than fifteen houses in the territory; since then several hundred houses have been built there, principally through his activities.

After the end of World War II, Mr. Fisher built more than a hundred homes for low-bracket income families, the only requirement being that the purchaser must be a veteran of World War II with a family. In the heart of Lealman he donated an entire city block to the Lealman Improvement Association for the construction of Lealman Hall, a community house. The hall was built by volunteer labor and materials were purchased through a financing plan backed by Mr. Fisher and the late W. B. Harris.

Elected justice of the peace and coroner in District No. 1, Pinellas County, in June, 1936, Mr. Fisher has served more than ten years, hearing over 50,000 complaints, trying misdemeanors and binding felonies to higher courts. He also has served as school trustee in District No. 7 since November, 1932.

Mr. Fisher was re-employment committee-man on Board No. One, Selective Service, and gave the V.F.W. series of talks entitled "Speak up for Democracy" over the radio in 1945-46. He serves in an advisory capacity for the local Veterans Information Center. He is a member of Veterans of Foreign Wars, American Legion, Disabled American Veterans, 40et8, Florida Peace Officers Association, B.P.O.E., and Nitram Lodge No. 188 F. & A.M., in which he has filled all chairs through senior deacon. He is also a member of Valley of Tampa 32nd Degree.

In October, 1922, Mr. Fisher was married to Sybil Shay, of Boyne City, Mich. Mrs. Fisher has been active in welfare and community work. They have two children: Dorothy Belle, born July 3, 1923, and Jacqueline Shay, born February 22, 1925. Both are graduates of St. Petersburg Senior High School. Dorothy was graduated from Florida State College for Women in 1943, taught at Lealman High until September, 1944, when she became an officer in the U. S. Coast Guards SPARS. After the war, she became a registered real estate saleswoman. Jacqueline was attending Stetson University when she married H. C. Shipley in June, 1943. Mr. and Mrs. Shipley have a son, Anthony Edmund II, born April 16, 1945.

RAYMOND J. O'BRIEN

Raymond J. O'Brien was born at Central Bridge, N. Y., September 10, 1896, the son of Daniel and Catherine (Ragan) O'Brien. He was educated in the public schools of Schenectady, N. Y., and attended Scotia high school and Union College.

He started his career in 1917 with the Schenectady Trust Company. Later he took a position in the factory cost department of General Electric Company. In 1919 he was made superintendent of the Army Reserve Depot at Schenectady, a position he retained until 1923, when he resigned, deciding to travel and see something of the country before making a permanent home.

In August, 1923, he came to St. Petersburg, and, liking the city, stayed. He established a real estate brokerage office, which he maintained until 1928, when he decided



R. J. O'BRIEN

to enter the fast-growing automotive sales and service business. Since 1938 he has owned his own business at 1009 Central Avenue, and later added a service station at 1042 Central Avenue.

Mr. O'Brien is a member of St. Petersburg Auto Dealers Association and, in 1947 was chosen secretary-treasurer of the organization. He is a member of both Florida and National Auto Dealers Association, and is a member of the Lions Club in which he has been active for many years, having served in many of the offices and as president in 1937-1938.

He has served as chairman of the sports committee of the Chamber of Commerce and member of its board of governors, chairman of the Lions Beach Club, and is a member of Lakewood Country Club, St. Petersburg Rod and Gun Club, and Sunshine Boat Club.

Mr. O'Brien was married January 21, 1920, to Helen F. Millham, of Scotia, N. Y., with whom he had graduated from high school. Mrs. O'Brien is active in the Lions Club Auxiliary. They have two daughters: Betty O'Brien Brown, born November 7,

1921, was educated in the schools of St. Petersburg and is married to Wayman Brown, manager of the O'Brien Service Station. Kathleen O'Brien was born June 2, 1927 and is a graduate of St. Petersburg Public schools and St. Petersburg Junior College.

EDWARD LESLIE COLE

Edward Leslie Cole was born at Richmond, Va., August 30, 1890, the son of William Richard and Rosalie Ashmore (Briggs) Cole. He was educated in the public schools of Virginia, and in West Virginia schools.

In 1910 he went to New York and entered employment of the United Cigar Store Company. He remained with them eight years, then, although married and in Draft Classification Four he enlisted in the Navy, and was assigned to the Transportation, Ports and Submarine Fighting Division. In the spring of 1919 he took a position as superintendent of the Seaside Hospital for Children at New Dorp, Staten Island, an institution maintained by the Helen C. Juliard Foundation.



E. L. COLE

Mr. Cole stayed with the hospital three years and then, desiring to live in a warmer climate, he came to St. Petersburg where he operated a retail tobacco and cigar business for seventeen years. It was the first agency of the United Cigar Stores ever opened south of the Mason and Dixon Line.

In 1938 he bought the DeVoe Apartments which Mrs. Cole now operates. In 1941 friends urged Mr. Cole to run for city council. He was elected for a four-year term, and was re-elected without opposition for a second term, during which he served as vice-mayor.

In March, 1947, Mr. Cole resigned from the council to devote his full time to his duties on the St. Petersburg Port Authority, to which he had been appointed by the city council in 1943. In August 1943, because of his oft-expressed belief that the proposed lower Tampa Bay bridge should be one of the first objectives of the Authority, Mr. Cole was made chairman.

During his chairmanship and manager-ship, the Port Authority acquired and put back into operation the old Bee Line ferries, sought and obtained capable engineering advice; secured all necessary permits for the bridge, and had prepared plans for the spans and causeways between Pinellas and Manatee counties, and made initial plans for financing construction of the project.

In May, 1947, after all preliminary work was completed, and after passage by the Florida legislature of an enabling act to provide for financing of the bridge, Mr. Cole resigned from the Authority to become executive secretary of the Florida League of Municipalities. Soon afterward he moved the state office of the League to St. Petersburg, and began publishing its monthly magazine, the "Florida Municipal Record" in this city. Mr. Cole was for many years vice-president of the League and is also a past president of the organization, which is devoted to the interests of Florida municipalities.

Mr. Cole is a member of the American Legion, Yacht Club, Kiwanis, the First Presbyterian Church, member of the board of the Propeller Club, and member of National Aeronautical Association. He has been ac-

tive in other groups such as the Chamber of Commerce, the Community Chest and YMCA.

He was married April 26, 1917, to Marie Elsie Zingraff. Mrs. Cole is treasurer of the Woman's Club and vice president of the League of Women Voters.

Mr. and Mrs. Cole have two children.

Edward Leslie Cole, Jr., born March 21, 1920, was graduated from St. Petersburg schools and the medical school of the University of Virginia. He is now a pediatrician with Rex Hospital, Raleigh, N. C. He is married to Marjorie Hunt of Charlottesville, Va. During World War II he served in China and the Pacific.

Charlotte Keith Cole was born December 24, 1922, was graduated from St. Petersburg schools and the Traphagen School of Art in New York City, where she is employed as a commercial artist.

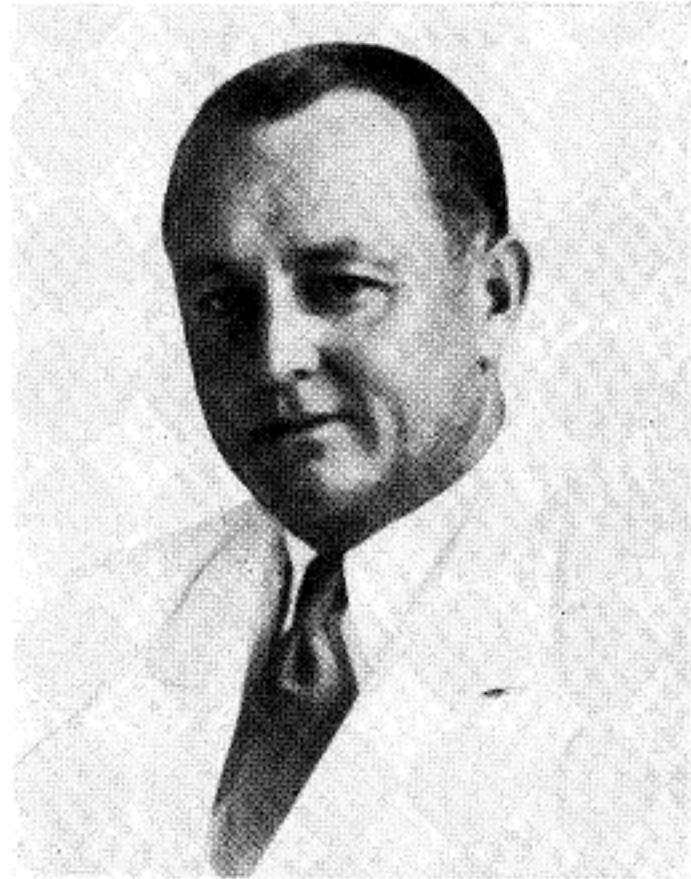
HURLEY W. HOLLAND

Hurley Washington Holland was born in Milton, Fla., on June 13, 1897, the son of John Washington and Mary Elizabeth Holland, both of whom also were native Floridians.

Mr. Holland attended the public schools of Milton and in 1917 he enlisted in the service of his country, was attached to M. D. Division, Casual Company 2266, and served two years in England and France. He was discharged from the army in 1919.

Upon his release from service he entered the University of Florida, at Gainesville, graduating in 1923 with LL.B. Degree. He also attended Sorbonne University at Paris, France.

Following his graduation from the University of Florida, Mr. Holland came to St. Petersburg and set up law offices in 1925 in the Florida Theatre Building, where he has since engaged in general practice of law. He was, for 15 years, general counsel for the Colonial Hotel chain and director and secretary of a company operating and owning this chain of hotels until his resignation in November, 1946. In May, 1947, Mr. Holland formed a law partnership with Carroll Run-



H. W. HOLLAND

yon, former city attorney, under the name of Holland and Runyon.

Mr. Holland is a staunch Democrat and supporter of Democratic candidates in Pinellas County, though he never has sought political office.

Throughout World War II he served on the St. Petersburg Draft Board. He is a member of Post 14, American Legion, Elks Club, Dragon Club, Lakewood Country Club, board of governors of St. Petersburg Junior College, director of St. Petersburg Yacht Club, member of Bath Club and Clark's Sunset Golf Club.

On January 1, 1927, Mr. Holland was married to Mailande Weems, of Meridian, Mississippi. Mrs. Holland is most active in civic and community welfare. She is president of St. Petersburg Parent-Student-Teacher Association, and chairman of Pinellas County Juvenile Welfare Board. In 1947 she was awarded a plaque in recognition of her outstanding service to the youth of the community. She is a member of Junior League and former national vice president of the Association of Junior

Leagues of America. Mrs. Holland also is a member of Daughters of the American Revolution, United Daughters of the Confederacy, and Colonial Dames of the XVII Century, and is an active member of the Baptist Church.

The Hollands have three sons. Elliott W. Holland was born July 20, 1928, educated in public schools of St. Petersburg and entered Vanderbilt University, Nashville, Tenn., in 1946. Albert G. Holland, was born May 20, 1931, and in 1947 was attending Culver Military Academy, Culver, Ind. William Langston Holland, born July 16, 1936, in 1947 was attending St. Petersburg public school.

PERRY RUSSELL MARSH

Perry Russell Marsh was born November 29, 1901 in Lorain County, Ohio, the son of Vernon C. and Mary (Beatz) Marsh. He attended grammar schools of Lorain, O., and, following removal of his family from Ohio to Florida in 1912, completed his edu-



PERRY R. MARSH

cation at Sebring, where he was graduated from secondary schools and business college.

Returning to Ohio, he entered the employ of the Lorain County Gas Company at Elyria, as bookkeeper, in 1921. In 1923 Mr. Marsh came to St. Petersburg and became associated with the William B. Carpenter Realty and Insurance company.

In 1926 he took the position of manager of the insurance division of the Carpenter company, retaining that position until 1939, when he bought for himself the insurance business of the Carpenter company. Since that time Mr. Marsh has operated under his own name. In 1946 the business was moved into a modern structure at 564 Central avenue built by Mr. Marsh.

For years Mr. Marsh has been actively engaged in promoting the city and state by means of advertising through his work on the board of governors of St. Petersburg Chamber of Commerce and as a member of the Florida Advertising Commission.

He is a past master of Lodge 139, F. & A. M., and for two years served as chairman of the executive committee of St. Petersburg Masonic Home.

Mr. Marsh is a member of St. Petersburg Yacht Club, Lakewood Country Club, and St. Petersburg Exchange Club. He is a past president of the Florida State Exchange Club, a past president of the St. Petersburg Junior Chamber of Commerce, president of the St. Petersburg Apartment House Association, director of St. Petersburg Motor Club, a member of the Elks Club, is one of the board of governors of the Chamber of Commerce, and is president of St. Petersburg Federal Savings and Loan Association.

On June 5, 1924, he was married to Naomi Hauelsen of Elyria, Ohio. Since coming to St. Petersburg, Mrs. Marsh has identified herself with the work of DeMolay Mothers' Club, the Parent-Student-Teacher Association and Sunshine Mothers' Club. She also is a member of St. Petersburg Woman's Club.

Mr. and Mrs. Marsh have three children. Doris Eleanor Marsh, born November 5, 1925, is a graduate of St. Petersburg schools and Wesleyan College, Macon, Ga., from

which latter institution she received a Bachelor of Arts degree in 1947.

Perry Russell, Jr., was born June 13, 1929. Upon graduation from the public schools of St. Petersburg he entered the University of Florida in 1946.

Alan Edward Russell was born September 16, 1930, and was graduated from public schools of St. Petersburg in 1946 and entered Maryville College, Maryville, Tenn., in 1947.

The Marshes are members of First Avenue Methodist Church of St. Petersburg.

JOHN EDMUND BROOKS

John Edmund Brooks was born December 31, 1890, in Ypsilanti, Mich., the son of Willis P. and Margaret S. Brooks. He received his education in the Ypsilanti public schools, the Michigan State Normal College and the University of Michigan from which he was graduated with the class of 1913.

His first employment was in 1914 with the order department of the Kelsey Wheel Company, in Detroit, Mich. From that department he advanced to the sales department where he became assistant to the service sales manager, which position he held until he came to Florida.

Mr. Brooks first came to St. Petersburg in January, 1924, and entered the real estate business. One of his initial sales was a tract of land on Gandy boulevard, then under construction, which he sold to the promoters of an enterprise then unknown in this section—greyhound racing. On the tract is now located the St. Petersburg Kennel Club, which held its first race on January 3, 1925.

Mr. Brooks took stock in the new venture in lieu of his real estate commission, and in December of 1924 he was made a director of the company. On January 12, 1932, he was elected secretary-treasurer. He served in that capacity until April 29, 1947, when he was chosen president, an office he holds to date.

In addition to the presidency of the St. Petersburg Kennel Club, Mr. Brooks is vice president of the American Greyhound Track Operators Association, a national organization with headquarters in Miami, Florida; vice president of St. Petersburg Quarterback Club, past governor of the St. Petersburg



JOHN E. BROOKS

Chamber of Commerce, past vice president of the National Aeronautical Association, St. Petersburg chapter; a member of St. Petersburg Rotary Club, Sunset Golf and Country Club, Lakewood Country Club, Bath Club and St. Petersburg Yacht Club.

Mr. Brooks was married September 16, 1920, to Joyce Weaver of Natchitoches, La. Mrs. Brooks is active in community affairs and served as chairman of the Recreation Division of Civilian Defense during World War II, operating four main service centers for troops stationed in this area and sending entertainment groups to outlying camps. An active worker in Community Chest and Red Cross drives, she headed the Women's Division of the Community Chest in 1947. She is a member of the Mayor's Advisory Council and co-chairman of the Pinellas County Juvenile Welfare Board.

The Brooks have one daughter, Mary Margaret Brooks, born December 11, 1924. She attended St. Petersburg public schools and was graduated with a liberal arts degree from Marymount College, Tarrytown-on-Hudson, New York, in June, 1947. She resides with her parents in St. Petersburg.

GEORGE W. WALDRON

George W. Waldron was born near Rochester, N. Y., February 22, 1897, the son of John and Elizabeth (Wright) Waldron.

World War I sent him overseas where he saw ten months' service in the Navy. After the armistice he remained in Europe as a member of the Hoover Relief Commission and traveled for months in France and Belgium. After the war he visited practically every state in the Union, Alaska, Canada and Mexico.

While in Alaska he heard an acquaintance tell of a southern city in which an entire edition of a newspaper was given free each day the sun failed to shine. The story aroused his curiosity and after he returned from Europe he headed south, reaching St. Petersburg in 1923.

Liking the town, he went to work for W. A. Westwood, the Chevrolet dealer in St. Petersburg. During 1925-1926 he set a country-wide record of high sales of Chevrolet cars.

In 1927 Mr. Waldron took over the Pontiac Sales and Service as a partner in



GEORGE W. WALDRON

the Westwood-Waldron Corporation. In 1943 he bought out other interests and formed a new corporation, Waldron-Pontiac, Incorporated, which he has since served as president.

Mr. Waldron is a Methodist, a Thirty-Second Degree Mason and a member of many Masonic bodies, a member of American Legion Post 14, Veterans of Foreign Wars and a member of Lakewood Country Club.

He has been a member of the Chamber of Commerce nearly a quarter of a century, and is active in Community Chest and Red Cross welfare work.

In June, 1924, he was married to Elizabeth Noteman, of Albion, Ind. Mrs. Waldron is a member of First Avenue Methodist Church of St. Petersburg and has been prominent in the Parent-Student-Teacher Association and the Civic Music Club.

The Waldrons have one son, Richard Jay Waldron, born May 26, 1925. Richard was graduated from St. Petersburg High School in 1943, and spent three years with the Navy Seabees, 23 months of which was in overseas service. Following his graduation from St. Petersburg Junior College he plans to take an engineering course. Richard spends his vacations with his father at the Waldron-Pontiac Agency, learning the fundamentals of the business.

ROBERT SEABROOK BAYNARD

Robert Seabrook Baynard was born at Mills Springs, N. C., September 30, 1899, son of Owen Thomas and Eleanor (Nelson) Baynard. When he was seven years old his family moved to Landrum, S. C., where he received his public school education. He then entered The Citadel, South Carolina Military college. He received his B.S. degree from the Military College of South Carolina in 1920.

For some years previous to 1920 the Baynard family had spent their winters in St. Petersburg. In 1923 young Baynard came to Florida and studied law at the University of Florida at Gainesville. Upon his graduation in 1926 with LL. B. degree, Mr. Baynard came to St. Petersburg and started

practice of law in the First Federal Building. In 1947 he had had offices in the building longer than any other tenant.

During World War II Mr. Baynard served four years in Company C, Fifth Battalion in the Florida State Guard, and was discharged with the rank of first lieutenant. He also acted as advisory attorney for Draft Board No. 1, St. Petersburg.

In 1929 he joined in a law partnership with his brother, Senator Henry S. Baynard, which association they have since maintained.

Mr. Baynard is chairman of the Legal Aid committee of the St. Petersburg Bar, and is one of five attorneys chosen by the American Bar Association to form a Veterans' Advisory Committee for the state of Florida.

One of Mr. Baynard's responsibilities as a member of this committee was to visit the several communities in his Congressional district and aid in formation of local committees to provide aid to veterans. Fifteen such committees were set up in as many cities and towns of his district under direction of Mr. Baynard, requiring many weeks spent in traveling, interviewing and consultation.

Mr. Baynard has been a member of the board of directors of the St. Petersburg Bar Association, and is at present a member of the Florida State and American bar associations, a director of the Florida Taxpayers' Association, member of St. Petersburg Anglers Club, and Yacht Club. He also is a member of Alpha Tau Omega fraternity and Phi Delta Phi, honorary scholastic legal fraternity.

Mr. Baynard's extensive business interests include the Venice Land Company, Venice, Fla., of which he is president. He also is president of the Venice-Nokomis bank, and a director of the Chamber of Commerce at Venice.

He was married May 24, 1927 to Mildred Moyer of Lincoln, Neb. Mrs. Baynard is past president of the Pan-Hellenic Association, president of the YWCA board, member of Sorosis Club, and official of St. Petersburg Woman's Club, past president of North Ward P.T.A., and member of the board of St. Petersburg Girl Scouts.



ROBERT S. BAYNARD

The Baynards have one son, Lester Beaumont Baynard, born January 19, 1929, who in 1947 was studying at the aeronautical engineering school of the University of Florida.

THOMAS MORRIS GRIFFITH

Thomas Morris Griffith was born November 3, 1895 at Montpelier, Ohio, the son of Howard E. and Mary Caroline (Morris) Griffith. His early education was gained in the public schools of Lawrenceburg, Tenn., and Hillsdale, Mich. He was graduated from Hillsdale College in 1918 with B.A. degree. He received his master's degree at the University of Michigan at Ann Arbor, in 1917, and received his Certificate in Advertising from the Detroit Institute of Technology in 1919.

Mr. Griffith enlisted in the U. S. Navy in 1917 as an apprentice seaman and served seven months in France at a Naval Air Station. He was released from the Navy in 1919 with rating of Yeoman first class.

Prior to his enlistment, Mr. Griffith was engaged as an instructor of English at Cass

Technical High School, Detroit, Mich. Upon his return from France he was employed as a copy writer with the Louis A. Pratt Advertising Agency in Detroit. After three years with that company, he opened his own advertising agency in Detroit, in which he continued during the years 1922 to 1924.

In 1924 he was offered the position of account executive with the C. C. Carr Advertising Agency at its St. Petersburg office. Coming to this city in that year, Mr. Griffith held various positions with the Carr agency, (renamed the Lesan Florida Agency in 1927), until 1930, when he bought out the agency and set up his own advertising business under the name of Griffith Advertising Agency.

Mr. Griffith's firm specializes in community, resort and travel advertising and plans the advertising campaigns and publicity for many of the leading cities, hotels, tourist attractions and chambers of commerce in Florida and the South. He is one of the owners and vice-president of Allied Advertising Agencies of Florida, Inc., employed to administer the Florida state

advertising campaigns. He is also vice-president and secretary of Florida News and Photo Service, a news and photographic agency serving the state of Florida.

So successful has Mr. Griffith proved at handling state and community publicity that his company has received various awards in recognition of his brilliant and arresting ideas in planned advertising.

Mr. Griffith is a past president of the St. Petersburg Advertising Club, a past-governor of the Fourth District of the Advertising Federation of America, a director of the Y.M.C.A., a director and vice-president of First Federal Savings and Loan Association since its establishment in 1933, a member of Lodge 139, F. & A.M., a member of Rotary, Yacht Club, Lakewood Country Club, the Chamber of Commerce and the First Avenue Methodist Church. He also is one of the board of directors of St. Petersburg Salvation Army, and a former member of the local Boy Scout Council. In addition, he finds time to give active aid to such community projects as the Red Cross and Community Chest.

On July 11, 1917, Mr. Griffith was married to Ruth Pullen, also a graduate of Hillsdale college. Mrs. Griffith is active in Rotary Anns, Women of the Chamber of Commerce, local and state Parent-Student-Teacher Associations, and served the latter organization as state publicity director for a period of more than ten years.

Mr. and Mrs. Griffith have four children.

Donald Pullen Griffith was born March 23, 1918, received his public school education in St. Petersburg, was graduated from the University of Florida with Bachelor of Arts and Bachelor of Journalism degrees, and is now associated with his father in the Griffith Agency.

Harriet Ruth, born May 2, 1920, was graduated from St. Petersburg Junior College, attended Florida State College for Women, married Capt. Edward W. Winkelman of Houston, Texas, and is now living in that city.

Joseph Arthur, born June 20, 1924, was graduated from Junior College here and is enrolled (1947) in the University of Florida.

Virginia Verl, born January 4, 1930, entered St. Petersburg Junior College in 1947.



T. M. GRIFFITH

WARREN P. HUNNICUTT

Warren P. Hunnicutt was born at Gainesville, Ga., on November 13, the son of Rev. Dr. Warren Towers and Beulah Irene (Watkins) Hunnicutt. His parents were both natives of Georgia. He completed his academic education at Randolph-Macon College in 1915 and attended Georgetown University Law School, Washington, D. C.

From 1916 to 1920 he served as secretary to U. S. Senator Hoke Smith, of Georgia, who had been Secretary of the Interior in Cleveland's administration. During this period, however, he spent nine months overseas with the U. S. Army, serving as a member of the staff force of Brigadier General Lincoln C. Andrews. In 1920, he worked in the investment banking business in New York and later joined the Lake Lure Development Company, of Chimney Rock, N. C., as sales manager and publicity director.

In 1923, Mr. Hunnicutt came to St. Petersburg to engage in business as a real estate broker and appraiser. For the past twenty years he has specialized in valuation work, appraising all types of property in all parts of Florida, and has been called to other states on special valuation assignments.

He is an accredited appraiser for the U. S. Internal Revenue Bureau, State Comptroller's Office, Florida State Railroad Commission, R.F.C. Mortgage Co., Federal Housing Administration, Insurance Department of New York State, Tampa Public Utility Board, and Veterans Administration. He is appraiser for the cities of Tampa, St. Petersburg, Fort Myers, Bradenton, Melbourne, Manatee, Venice, Clearwater, Winter Haven, Belleair, Dunedin, New Port Richey, Belle Glades, Coral Gables, Miami Springs, Lake Wales, Dade City and other Florida cities.

Mr. Hunnicutt has made complete revaluations of several Florida cities, both real and personal property; has appraised many large estates, including those of Alfred I. du Pont, all Florida real estate of R. E. Olds, Mrs. Mary F. Dupree, Isaac F. Maas, E. W. Crayton, A. J. and J. D. Jones. He has been lecturer for the University of Florida's extension course in real estate appraising; has lectured before various real estate



WARREN P. HUNNICUTT

boards and Florida Chapter of American Institute of Architects. He is the author of "Appraising for Federal Tax Purposes" and other articles.

He is accredited appraiser for Florida National Bank and Union Trust Company, St. Petersburg Federal Savings & Loan Association, and banks, mortgage and trust companies, attorneys, accountants and insurance companies in all parts of the United States.

He is a former commander American Legion Post No. 14; member, 40 et 8; trustee and member, board of stewards, Pasadena Community Church; member St. Petersburg Yacht Club, Quarterback Club, Chamber of Commerce, Pasadena Men's Club, Jeffersonian Club; charter member and past president, St. Petersburg Board of Realtors; member of Florida Association of Realtors and National Association of Realtors, from which he holds an appraisal certificate; member American Institute of Real Estate Appraisers, and president of Florida chapter of the institute.

Mr. Hunnicutt is head of the firm Hunnicutt & Associates.

On October 8, 1920, Mr. Hunnicutt was married to Louise Scarbrough, of Columbus, Ga. They have three children: Louise, born September 2, 1921, now Mrs. George W. Kennedy, Jr.; Warren, Jr., born May 15, 1924, and Lemuel Scarbrough, born February 7, 1930.

PAUL A. DAVIS

Paul A. Davis was born, March 30, 1896, in the village of Falconer, New York, in the famous Chautauqua lake region, the son of Murray and Laura (Cooke) Davis. After completing his education in the public schools in Falconer he joined the staff of the Morning Post in nearby Jamestown, N. Y., in 1916 as a reporter.

He remained with the Post a half dozen years during which World War I army service interrupted, and then joined the staff of the afternoon newspaper, the Jamestown Journal. He was assistant city editor when he left there in 1923 to come to St.



PAUL A. DAVIS

Petersburg to work as a reporter on the Evening Independent.

A year later he was appointed city editor of the Independent. He resigned that job early in 1925 to become a real estate salesman but quit that business in the spring because he found he was no salesman. He married Edna McClane, daughter of John and Clara (Ulrich) McClane, pioneer residents of St. Petersburg, and went to Havana, Cuba to become managing editor of the Havana Post, oldest American daily on the island.

After a year in Havana Mr. and Mrs. Davis returned to St. Petersburg and he rejoined the staff of The Independent and eventually was again named city editor. In 1930 he again went back to Havana as news editor of the Post and remained there a year to return again to the Independent staff, and the city editor's desk.

In 1947 he was appointed managing editor of the Independent. His column, "Our Town Today," has long been a feature of the newspaper.

He started covering sessions of the state legislature in 1939 and at the 1943 session was elected president of the Capitol Press Club, composed of Florida legislative correspondents.

Most interesting event in his newspaper career, he says, was a flight to Bikini to witness and report the second, underwater atomic bomb test.

JUDGE T. FRANK HOBSON

Tolbert Francis (T. Frank) Hobson was born August 1, 1900, at the home of his grandparents in Hagler, Ala., the son of William Andrew and Lou Alma (Cheek) Hobson, of Jacksonville, Fla. Although born in Alabama, he is legally a native of Florida because his mother was visiting in Alabama at the time of his birth.

His father, the Rev. William Andrew Hobson, D. D., went to Jacksonville from Birmingham to become pastor of the First Baptist Church. Following the disastrous Jacksonville fire of 1901, he led the movement to build the present church and later established fourteen additional Baptist churches in and near Jacksonville.

Coming to St. Petersburg in 1924, Doctor

Hobson has completed more than half a century of service in the Southern Baptist Convention. He was a member of the Convention's executive committee for many years, was president of the Florida Baptist Convention from 1911 to 1928, and has served as owner and editor of the "Florida Baptist Witness." He also served as dean of the board of trustees of Stetson University and, earlier, filled the Chair of Bible at Howard College, in Birmingham. He organized the Baptist Temple here at the age of 62 and then founded the Disston Avenue Baptist Church. He served as its pastor until he retired on his 84th birthday in 1946.

Tolbert Francis Hobson was educated in the Jacksonville public schools, Mars Hill Junior College, N. C., Marion Military Institute, and was graduated from Wake Forest College in 1922 with a B.A. degree and from Stetson University in 1924 with an LL.B. degree. During World War I he was a member of the R.O.T.C. at Marion and held an appointment to the U. S. Naval Academy at Annapolis.

He began practicing law in Jacksonville in 1924 and soon afterward came to St. Petersburg and formed a law partnership with James Booth. The firm later became known as Booth, Hobson, Guthrie & Rucker, operating under that name until 1927. In 1926 he was appointed by Gov. John W. Martin to membership of the Florida Board of Law Examiners. A year later he was appointed county judge, from which office he resigned in 1928 when appointed by Governor Martin as judge of the Sixth Judicial Circuit. Only 27 at the time, he was nationally recognized as the youngest judge ever to preside over a court of unlimited jurisdiction and appellate powers in the United States.

Judge Hobson's father, grandfather and great-grandfather all were Baptist ministers. He is a cousin of Rear Admiral Richmond Pearson Hobson of Spanish-American War fame.

The judge is a member of the St. Petersburg, Clearwater, Dade City, Florida State and American bar associations; is a past president of Pasadena's Men's Club and Sigma Nu Alumni Association; a past vice-president of the Dragon Club; a former board member of the Lions Club; a former



JUDGE T. FRANK HOBSON

member of the Yacht Club and Lakewood Country Club; vice-president of State Alumni of Stetson University, and member of the Elks, Bath Club, Carlouel Yacht Club of Clearwater, and of the Disston Avenue Baptist Church in which he has been a trustee and a deacon. He also has served on the Children's Advisory Board of the Juvenile Court and has taken an active part in all public welfare movements.

Judge Hobson was married June 14, 1923, to Mabel Keller Miller, of Jacksonville. Mrs. Hobson is a member of the Red Cross, Junior League of St. Petersburg, Women's Democratic Club of Pinellas County, and Pasadena Parent-Student-Teachers Association.

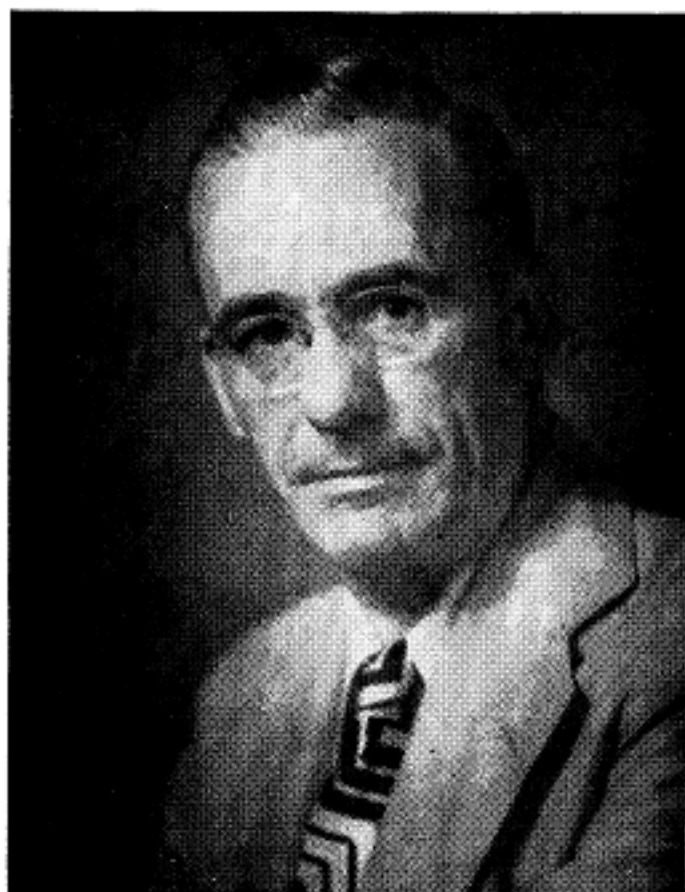
Judge and Mrs. Hobson have three children: Frances Burt, born December 14, 1926; T. Frank, Jr., born December 2, 1928, and Lucyann Keller, born January 12, 1939. Frances Burt in 1947 was studying at Stetson University for her master's degree; T. Frank, Jr., was a midshipman at Annapolis, and Lucyann Keller was attending public school in St. Petersburg.

ARCHIE GALE PARISH

Archie Gale Parish was born in Minneapolis, Minn., January 5, 1898, the son of Alfred and Sarah (Gale) Parish. Following his graduation from the public schools of Minneapolis, he took an extension course provided by the University of Minnesota. Later he entered Dunwoody Institute and was graduated in 1918.

His first employment was with the Farnum Construction Company in Minneapolis. He stayed with that concern three years and then accepted an offer from the C.A.P. Turner Engineering Co. of Minnesota where he remained two years. He then went with the William A. French Co. where he was employed until he came to St. Petersburg in 1924.

St. Petersburg then was in the midst of a building boom, and Mr. Parish, finding a demand for architects here, first worked for, and later formed a partnership with Clarence Brown. In 1928 the partnership was dissolved, and since that time Mr. Parish has continued his business under his own name.



ARCHIE GALE PARISH

Many fine homes in the city of St. Petersburg were planned by Mr. Parish. He also designed and supervised construction of many private, commercial and public buildings on the West Coast of Florida, from Ft. Myers to Homosassa, and in Georgia and Minnesota.

Recognition of his ability in unusual and beautiful architectural design throughout the state has resulted in his being chosen president of the Florida Central Chapter, American Institute of Architects, and president of the Florida State Board of Architecture.

Mr. Parish is a member and on the board of deacons of the First Presbyterian Church of St. Petersburg, member of the Junior Chamber of Commerce, and St. Petersburg Yacht Club. He also has served his city and community on various city boards and is now serving on "Materials Board" and on the "New Building Code Committee."

During World War II he materially aided the war effort by his assistance in planning and supervision of army camps and field installations about the state.

Mr. Parish was married November 18, 1919 to Alma Louise Gravender, of Minnesota. Mrs. Parish is an ardent and able musician, and has been active in the Red Cross, Parent-Student-Teacher Association, and church work.

The Parishes have four children, three boys and a girl: James, born March 31, 1927; Donald, born December 30, 1928; Nancy, born June 28, 1930, and Richard, born May 28, 1934.

James, who served two years with the army of occupation in Germany, was attending the University of Florida in 1947. The three younger children in 1947 were attending schools in St. Petersburg.

CHARLES JACKSON REYNOLDS

Charles Jackson Reynolds was born July 26, 1903 at Abbeville, Ala., the son of Carl Gordon and Carrie (Kirkland) Reynolds. He was educated in the public schools of Abbeville and was graduated from South East Agricultural School in 1920.

For the first year following his graduation, Mr. Reynolds was associated with the American Railway Express Company

at Montgomery, Ala., and Waycross, Ga. He then entered the hardware business with the Planters Hardware Company at Abbeville.

Early in 1924 Mr. Reynolds went to Fort Myers, Fla., where he was connected with the Franklin Hardware Company. Visiting in St. Petersburg later that year, Mr. Reynolds determined to make this city his home. In October of 1924 he moved to St. Petersburg and took a position as manager of the Campbell Hardware Company on Ninth street north. He remained as manager of that firm until 1930.

Meanwhile, in 1927, the late Charles F. Clark had started a small fishing tackle manufacturing plant in St. Petersburg.

Becoming interested in the factory, and believing it to be an ideal industry for St. Petersburg, a city widely known as a fishermen's paradise, Mr. Reynolds bought out the stock and interests of Mr. Clark and devoted himself to the development of the new business, known as the Florida Fishing Tackle Manufacturing Company.

Although in the midst of a depression Mr. Reynolds was convinced that the industry had a real future, and, despite bank failures and other obstacles, guided the growth of the industry. In his hands it has grown from a concern employing five people in 1930 to its status as the largest tackle manufacturing concern in the South. In 1947 the company had 150 employees and was planning the erection of an additional building to house new equipment which would require more workers.

Products of Florida Fishing Tackle Manufacturing Company are known in many parts of the world, the company having developed a large export business. Twelve salesmen cover every state in the Union with the famous Barracuda Brand fish-getters and the company sells more feathered jigs than any other like plant in the country.

During World War II the plant was engaged in war work, receiving a citation for excellence in performance while manufacturing torpedo parts.

In 1933 the company was incorporated, with C. J. Reynolds as president and manager; K. D. Huff, as secretary-treasurer and B. T. Reynolds, brother of C. J. Reynolds, as vice president. Another brother, Carl E.,



C. J. REYNOLDS

also is a vice president. He originates color and design of the lures, compiles catalogues and is advertising manager.

The factory is equipped with the most modern production machines and every convenience for workers has been installed.

Mr. Reynolds is a Thirty-Second Degree Mason, a Shriner, member of St. Petersburg Yacht club, a director of the Dragon Club, a director of Sportsman's Club of America, a member of St. Petersburg Rod and Gun Club and of the Chamber of Commerce. He also is a member of Florida State Chamber of Commerce and a former director of the Florida State Junior Chamber of Commerce. He is a member of the Y.M.C.A. and is active in promotion of community projects. He is a member of the Baptist Church.

He was married April 26, 1938, to Elizabeth Bonfoey, of Oklahoma City, Okla. Mrs. Reynolds is a member of St. Petersburg Junior League.

The Reynolds have two children. Charles Bonfoey Reynolds, born August 31, 1940, and Carole Danforth Reynolds, born December 24, 1943.

AUSTIN L. RICHARDSON

Austin L. Richardson was born in Westminster, Vermont, May 23, 1880, the son of Lucius C. and Hannah L. Richardson. Five of his paternal ancestors were in the American Revolution.

After completing his high school education, Mr. Richardson was graduated in law from the University of Michigan. He began practicing in the office of the general counsel of the Pere Marquette Railway and later practiced independently in Detroit.

Mr. Richardson visited St. Petersburg in 1907, liked the city and determined that one day it would be his home. He came to reside permanently in 1924. Since then he has taken an active part in civic affairs.

During World War I he served in Washington as a member of the Bureau of War Trade Intelligence, a branch of the War Trade Board which investigated all applicants for permits to export and import goods as to their character and to ascertain whether at any time they had violated pro-



AUSTIN L. RICHARDSON

visions of the trading with the enemy act. After the war he became a member of the War Claims Board which settled over 30,000 claims. Until July, 1924, he also served as special representative of the Judge Advocate General's office and as special assistant of the U. S. Attorney General.

During World War II, Mr. Richardson served in St. Petersburg as a member of the advisory board for registrants, served in various capacities with local branches of the Office of Price Administration, and as an observer for the Aircraft Warning Service of the U. S. Army.

Mr. Richardson is affiliated with St. Petersburg's main civic and fraternal organizations. He is a past president of the St. Petersburg Bar Association and a member of the Florida State Bar Association and the American Bar Association.

CLOWNEY E. LOWE

Clowney E. Lowe was born March 14, 1870 in Raleigh County, West Virginia, the son of James Cranville and Mary Catherine (Vines) Lowe. He was raised on the farm in Summers County, W. Va., on which both his father and grandfather had lived. He was educated in the public schools of Summers County.

While still a boy, Mr. Lowe went to Hinton, W. Va., and took a job in the Rose and Noel Store. After four years he left and entered the employ of the Chesapeake and Ohio Railroad.

From 1894 to 1902 Mr. Lowe operated a furniture store and small loan business in Hinton. While thus employed, he took a trip to Europe, visiting London, Liverpool and Paris, and spent some time in New York and Boston. Shortly after his return from abroad, and while ill with a fever, fire destroyed his store and the larger part of the business block, including the flats above in which the Lowes lived. Although he was carried out before fire reached him, Mr. Lowe lost all his possessions, including furniture and furnishings of his stores, diamonds, jewelry, silver and all household effects. He

was forced to borrow clothing to get to a store to provide for his family's needs.

The following year Mr. Lowe and his brother, O. C. Lowe, each invested \$500 and, as partners, opened a new furniture store. The business grew and prospered, and in 1904 they bought out a rival store and later added an undertaking department. In 1905 a five-story brick building was erected and the Lowe brothers incorporated with a capital of \$50,000. Clowney Lowe was president of the corporation.

In 1906 he first visited St. Petersburg, a visit which was to result two years later in his acquiring the 320-acre tract of land in Pinellas County which he still owns, and upon much of which Lowe's Camp now is situated.

In 1912, hearing that Oklahoma offered a new field of business opportunities, Mr. Lowe left Hinton, went to Vinita, Okla., and established the Vinita Wholesale Grocery Company. He also bought the DuPue City Lot Company and other real estate holdings, including farms and hotels. During his Oklahoma business experiences he was president of the Federal and Fort Worth Lead Mines. That state continued to hold his interest until 1925, when he came to St. Petersburg to make it his permanent home.

Mr. Lowe was, for many years, president of Guarantee Abstract Company, and has been a stock holder, director and chairman of the board of Union Trust Company since May, 1936. He is a Mason, member of the Chamber of Commerce, and the Baptist Church.

He was married in 1901 to Willie J. Brown, of Huntington, W. Va. Mrs. Lowe is active in the Baptist Church, Eastern Star and White Shrine.

The Lowes had three children.

The eldest, Clara Lucille, was born February 21, 1905 in Hinton, W. Va. She is married to Marvin J. Goodman of St. Petersburg. They have two children.

A son, Clowney Oswald Lowe, was born October 14, 1906 in Hinton. He was graduated from Vinita High school and the Univer-



CLOWNEY E. LOWE

sity of Missouri, at Columbia. He now lives in St. Petersburg, is a director in Union Trust Company, a dealer in investments, and maintains a cattle ranch near the city. He has four children, two boys and two girls.

The youngest son, Charles Curtis Lowe, born September 8, 1910, died January 25, 1914.

WALTER G. RAMSEUR

Walter Gassaway Ramseur was born August 16, 1894, in Central, S. C., the son of Arthur and Anna Elizabeth (Gassaway) Ramseur. He attended public schools in Virginia, North Carolina and South Carolina. He was graduated from Wofford College, Spartanburg, S. C., in 1916; received a degree of bachelor of laws in 1924 and a degree of master of laws in 1925 from Georgetown University, Washington, D. C.

After his graduation from Wofford College, Mr. Ramseur became secretary to Representative Fred H. Dominick of the Third Congressional District of South Carolina. He acted in that capacity until 1925,

with the exception of approximately eighteen months during World War I when he served with the American armed forces at General Pershing's headquarters at Chaumont, France.

In 1925 Mr. Ramseur came to St. Petersburg and since then has engaged in the general practice of law, largely specializing in trial work. He is a member of the St. Petersburg Bar Association, the Florida State Bar Association and the American Bar Association.

He has belonged to a number of Masonic organizations including the Blue Lodge, Council, Chapter, Commandery and Shrine. He has been a member of the Elks Club and the St. Petersburg Shrine Club. In 1947 he served as president of the St. Petersburg Executives Club. He is a member of the First Methodist Church.

In 1937, Mr. Ramseur was named by the mayor as chairman of the newly created Housing Authority of St. Petersburg, and has continued to serve the authority in that capacity ever since. Under his chairman-



WALTER G. RAMSEUR

ship the authority constructed two low-rent housing projects for Negroes consisting of 446 family units costing \$1,593,752.

Mr. Ramseur was the first president of the Florida Association of Housing Authorities, for years has been a director of the National Public Housing Authority, and also has been a director of the National Executive Committee of Housing Authorities. He has actively served on the legal committee of the National Association of Housing Officials.

His wife, Zaida A. Ramseur, has taken an active interest in civic affairs. He has a daughter, Nancy Ann Ramseur, born December 8, 1929, who is a graduate of Ashley Hall, Charleston, S. C.

J. HOWARD GOULD

J. Howard Gould was born in Houtzdale, Pa., December 3, 1901, the son of Thomas V. and Myrtle (Clark) Gould. He attended Brisbin High School, in Brisbin, Pa., the William Penn Charter School in Philadelphia, and the Pennsylvania State College from which he was graduated in 1925 with a B.A. degree. In 1941 he received an LL.B. degree from the Blackstone College of Law.

Coming to St. Petersburg after being graduated from Pennsylvania State College, Mr. Gould started working for the Alexander National Bank. A year later he joined the Waring Music Company, owned by Fred Waring, a boyhood friend and college chum.

When the concern dissolved, after the Florida crash, Mr. Gould entered the general insurance business and established his own firm, the J. Howard Gould Company, which he headed until 1936 when he bought controlling interest in the Foley-Carter Insurance Co. He now owns the firm and is president of the company. He also owns the Foley-Carter Realty Co. and is president of Treasure Island Enterprises, Inc.

In 1944 Mr. Gould was honored by being chosen as president of the Florida Association of Insurance Agents. In 1946 he was singularly selected by the Indemnity Insurance Company of North America,



J. HOWARD GOULD

among insurance agents in Florida, to serve as the Florida representative on the Agents Advisory Committee which met in Philadelphia.

Always actively interested in sports, Mr. Gould won letters on track, baseball, cricket and gym teams and established the preparatory school high shoot record of 6'6" which is still standing. He is a lover of horses and owns Campaigning Lady, one of the country's most outstanding fine-harness show mares and a consistent winner of blue ribbons.

Mr. Gould is a past president of the Junior Chamber of Commerce, and a past president of the St. Petersburg Tennis Club and the St. Petersburg Insurers Exchange. He is vice-president of the American Legion Hospital for Crippled Children. He is a member of Sigma Alpha Epsilon fraternity, and Scabbard & Blade, honorary military fraternity. In 1925, he was commissioned as a lieutenant in the Infantry Reserve.

Mr. Gould was married to Eleanor Jones in 1926. They have two sons, J. Howard

Gardner Gould, born October 23, 1931, and J. H. Gregory Gould, born February 15, 1938.

Mrs. Gould is a past president of the St. Petersburg Junior League.

WALTER CLYDE GREGORY

Walter Clyde Gregory was born March 28, 1899, in Murray County, Georgia, the son of John Paul and Eliza (Henry) Gregory. He was educated in the public schools of Georgia.

In 1920 Mr. Gregory became associated with the Weaver-Loughridge Lumber Company at Boyd, Florida. When he had been with the company about four years, he came to St. Petersburg to manage the Pinellas Lumber Company.

Mr. Gregory has seen that small retail lumber yard grow to be one of the leading lumber and building material supply concerns on the west coast of Florida.

Mr. Gregory is also secretary of the Weaver-Loughridge Lumber Company at Boyd. He is a past president of St. Petersburg Chamber of Commerce, a past member



WALTER C. GREGORY

of the board of directors and member of Lakewood Country Club, member and past director of St. Petersburg Rotary Club.

Mr. Gregory was married January 1, 1933, to Edna Loughridge of Boyd, Florida.

The Gregorys have three daughters, Mary Edna Gregory, Jacquelyn May Gregory and Susan Loughridge Gregory.

ROBERT L. HOPE

Robert L. Hope was born in Centralia, Mo., on May 17, 1887, the son of Robert Lee and Belle D. (Downing) Hope, both natives of Missouri. He was educated in the Missouri public schools and was graduated from the University of Missouri with B.S. and C.E. degrees in 1910.

For the next six years, Mr. Hope was engaged in railroad and municipal engineering in various southern states. In 1916, he entered the real estate and insurance business in Mariana, Ark., where he remained until 1924.



ROBERT L. HOPE

Mr. Hope then came to St. Petersburg and entered the real estate business, in which he has been engaged ever since. For the past twenty-three years he has been president and owner of Thorne & Hope, Inc., specializing in property management.

He is a director of the Florida National Bank of St. Petersburg and for the past several years has devoted much of his time to the work of the St. Petersburg Housing Authority, of which he is a commissioner.

Mr. Hope is a member of the Masonic and Elks lodges, and is a Knight Templar and a Shriner. He is also a member of the St. Petersburg Yacht Club and the Bath Club.

On August 16, 1916, he was married to Mary Mebane, who died on August 16, 1941. They had two children: Mary Lee Hope, now Mrs. William Bond, born July 14, 1917, and Robert L. Hope, Jr., born January 12, 1926. Both were graduated from St. Petersburg High School and Junior College. Mary Lee was graduated from the University of Kentucky and Robert in 1947 was in his senior year at the University of Florida.

On August 30, 1946, Mr. Hope was married to Mildred C. Williams, of Baltimore.

BRUCE WEAVER WATTERS

Bruce Weaver Watters was born June 18, 1904, in Bellwood, Pa., and son of Norris and Verna (Weaver) Watters. He is a graduate of the Altoona, Pa., high school and the Bowman Technical School of Horology, Lancaster, Pa.

He gained his first experience in the jewelry business while with the Crabtree Jewelry Co., of Tyrone and State College, Pa., and later with Simpson & Grabel, Altoona, Pa. In 1925 he came to St. Petersburg and was employed by A. W. Rogers, who had been engaged in the jewelry business here since 1905. Mr. Watters bought a half interest in the firm in 1926 and in March, 1927, became sole owner. He continued the business under the firm name of Rogers & Watters until 1933 when he changed it to "Bruce Watters, 'Dependable Jewelers.'"

On March 1, 1944, Mr. Watters purchased the merchandise, fixtures and location of the Cole Jewelry Co. and three months later consolidated the two stores in the Cole location under his own name. Mr. Watters is Registered Jeweler No. 596. He is a member of the American Gem Society and has been secretary and president of the Florida Retail Jewelers Association.

He also has served as secretary of the Civitan Club, president of St. Petersburg Merchants Association, member board of directors and treasurer of the St. Petersburg Rotary Club, director of the Lakewood Country Club, and as a director of the Dragon Club. He is a member of the St. Petersburg Yacht Club, Civil Aeronautics Club, and Masonic Lodge No. 139.

Mr. Watters has been actively interested in the St. Petersburg Municipal Civil Service Commission since its inception, having been a member for eight years and president for two years. He also has served as president of the Florida Assembly of Civil Service and Personnel Agencies.



BRUCE W. WATTERS

Mr. Watters also has been active in Red Cross and Community Chest drives and other similar civic campaigns. He is a member of the Presbyterian Church.

On January 1, 1926, Mr. Watters was married to Naomi Stephens, of Bellwood, Pa. Mrs. Watters was treasurer of the Carreno Club in 1937, is a member of the Woman's Club, and is a past president of the Women of Rotary of St. Petersburg. She also has served as treasurer of the St. Petersburg Republican Women's Club, as president of the Needlework Guild of St. Petersburg, and vice-president of the Women's Auxiliary of the Presbyterian Church.

Mr. and Mrs. Watters have a son, Bruce Walter, born December 21, 1930. In 1947 he was a student at St. Petersburg High School. During the summer of 1945 he attended Valley Forge Military Academy where he was elected to membership in the Harriers Club. During the summer of 1947 he attended Navy Summer Camp at Culver.

MAX D. ULRICH

Max D. Ulrich was born June 6, 1901, in Kokomo, Ind., the son of Guy H. and Nellie (Lynch) Ulrich. He was graduated from the Kokomo High School in 1919 and attended Indiana University from 1919 to 1923.

In 1924 and 1925, Mr. Ulrich was engaged in the lumber business in Southern Indiana. He then came to St. Petersburg and started working for the St. Petersburg Times as a collector in the circulation department. He has been associated with the Times ever since becoming, in turn, assistant circulation manager, circulation manager, circulation manager and advertising solicitor, circulation and advertising director, assistant general manager in 1938 and general manager in 1940.

Mr. Ulrich is a member of the city advertising committee; is a past member of the Chamber of Commerce sports committee; has been a member of the board of governors of the Chamber of Commerce three times and is a board member at present. He has participated in all drives such as the

Red Cross, Community Chest, Cancer Fund, and Empty Stocking Fund.

He is a member of the Masonic Lodge, Grotto, Phi Gamma Delta, Gamma Eta Gamma, St. Petersburg Yacht Club, Bath Club, Lakewood Country Club, and Kiwanis Club. He is also a member of the First Methodist Church.

On May 24, 1923, Mr. Ulrich was married to Esther Marsh. Mrs. Ulrich has been president of the board of directors of the Florence Crittenton Home for several years and has served as chairman of the women's division of the Community Chest drive. She is active in P.T.A. work.

Mr. and Mrs. Ulrich have three sons: Max Marsh, born March 21, 1925; Robert Lawrence, born September 18, 1933 and Richard Guy, born September 22, 1935. Max was graduated from St. Petersburg High School, and was graduated from West Point in 1946. In 1947 he was a lieutenant in the U. S. Army. In 1947 Robert Lawrence was a student at Disston High School and Richard a student at Forest Hills.



MAX D. ULRICH

GEORGE KELLY MOORE

George Kelly Moore was born December 9, 1897, in Forest City, N. C., the son of George K. and Maggie (Dean) Moore. He attended public schools in Cliffside, N. C., and Brevard Institute, in Brevard, N. C.

One of his first jobs was delivery boy for the Cliffside Department Store where he worked after schools and on Saturdays. Later he worked in every department of the store until he came to Florida in 1925. For two years he was engaged in the real estate business. He then opened a men's clothing store which he operated until 1930.

Mr. Moore then went to work for Lawrence's Men's Store, at 444 Central avenue. In 1933, he became associated with John M. Johnson's Men's Wear, where he met and worked with C. G. Egerton. In 1935 the two men formed the Egerton & Moore Co. and opened their first store on Fourth street near Central. Since then the firm has moved its store twice to secure larger quarters, first to the Florida Theatre Building and next to 428 Central avenue. The firm opened its second store under the same name November 21, 1946, at Fort Lauderdale, and its third store on January 26, 1947, at Clearwater.

Mr. Moore has been very active in community affairs for many years. He was a member of the Chamber of Commerce Festival of States Committee in 1942, 1946 and 1947; was president of the Merchants' Association in 1944, 1945 and 1946; was a director of the retail division of the Lower Pinellas County War Finance Committee; was chairman of the United National Clothing Collection for Overseas War Relief during a drive in which 30,000 more pounds than the city's quota was collected; was a director of the Florida Taxpayers' Association in 1946 and 1947, and was a member of the price control board, Office of Price Administration, in 1946.

For many years Mr. Moore has been a member of the Kiwanis Club. In 1937 he served as chairman of the Kiwanis clothing drive for flood sufferers which resulted in a solid carload being sent to Louisville, Ky. In 1944 and 1945 he was vice president and director of the club. He served as a



GEORGE K. MOORE

member of the board of governors of the Chamber of Commerce, 1945-46-47; a director of the St. Petersburg Quarterback Club, 1944. He is a member of the St. Petersburg Propeller Club, Nitram Lodge No. 188 F. & A.M., and St. Petersburg Lodge No. 1224 B.P.O.E. where he served as a director in 1945. He attends the Fifth Avenue Baptist Church.

On July 12, 1928, Mr. Moore was married to Virginia Noell Yopp, of Wilmington, N.C. Mr. and Mrs. Moore have a son, George Kelly Moore, Jr., born July 30, 1932, who entered St. Petersburg High School in the fall of 1947, and a daughter, Virginia Noell Moore, born August 3, 1941.

ED WILLIAM HARRIS

Ed William Harris was born July 10, 1897, in Petersburg, Ind., the son of William J. and Lydia (Palmer) Harris.

During World War I, Mr. Harris served as a sergeant in Co. D, 2nd Engineers, 2nd Division, and was wounded in action at Chateau Thierry. After the war, he at-

tended Indiana University where he received A.B. and LL.B. degrees in 1923.

From 1923 to 1925, Mr. Harris practiced law in Petersburg, Ind. He then came to St. Petersburg where he first practiced law under the firm name of Roberts and Harris. In 1927 he received a J. D. degree from the University of Florida. Since 1929 he has practiced under the firm name of Ed W. Harris. In 1947 the firm consisted of James E. Phillips, partner, and Baynard L. Malone, Jr., associate, with offices in the Florida National Bank Building.

Mr. Harris is a member of the First Methodist Church, Kiwanis Club, Masonic Lodge and veterans' organizations.

On August 8, 1925, Mr. Harris was married to Nina M. McAllister who has been very active for many years in community affairs, particularly in youth recreation projects. In 1946 she received the Dolly Grazier Award for doing the most outstanding work of that kind for that year in St. Petersburg.

Mr. and Mrs. Harris have a son, Thomas Michael Harris, born December 8, 1933.



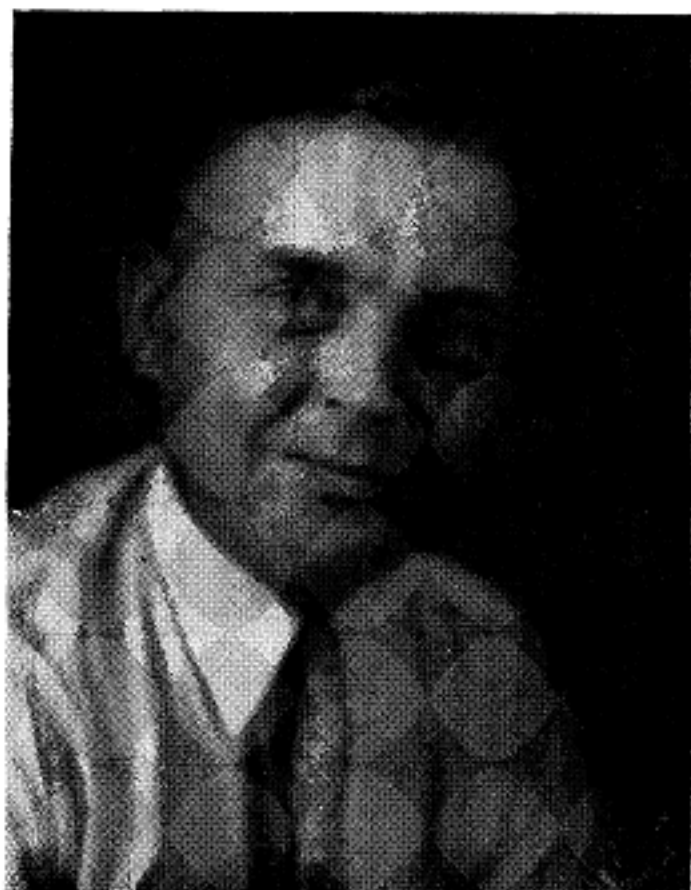
ED W. HARRIS

JOSEPH EMANUEL PETERSON

Joseph Emanuel Peterson was born at Parkers Prairie, Minn., December 15, 1893, the son of Peter August and Ester (Bergquist) Peterson. He was educated in the public schools of Parkers Prairie, Brainard, and Montana Agricultural College at Bozeman, Mont., from which he was graduated in 1915.

During his college vacations and for two years after graduation, Mr. Peterson was employed by the Milwaukee Railroad.

On December 15, 1917 he enlisted for World War I service and was assigned to the 5th Engineers, U. S. Army. He was released from the army June 12, 1919, and took a position as assistant city engineer at Aberdeen, S. D. Upon completion of the work to which he had been assigned at Aberdeen, he became associated with R. E. Borrowman and Frank Bradley, engineers, at St. Cloud, Minn. He stayed with that firm four years, then set up in St. Cloud his own engineering office, which he conducted for some time.



J. E. PETERSON

Meanwhile his former associate, Mr. Borrowman, had come to St. Petersburg and taken a position as assistant office engineer. Needing an able assistant, he sent for Mr. Peterson, asking him to come to St. Petersburg.

So it was that Mr. Peterson came to this city in 1925 and, when Mr. Borrowman resigned in September, 1927, Mr. Peterson was offered the position of office engineer. Two years later, with a change of city administration, he left the employ of the city. He then was engaged by Malcolm Pirnie as consulting engineer for construction of pipe lines, tanks, and pumping stations which were required when St. Petersburg made arrangements for securing its water from the Cosme-Odessa watershed. (See Index: Water System.)

From July 1, 1930, to June, 1932, Mr. Peterson again was employed as city engineer, and in the latter year was put in charge of all public works activities for the city. This position he held until September, 1937.

During these latter years Mr. Peterson had become interested in the construction industry, and, with an eye to setting up a business of his own, he resigned his position with the city late in 1937, and became associated with Rieck and Fleece Lumber Company. Later he was employed by the Smith-Wilsky Company, contractors, and the Smith Service Company.

In 1940 he became general manager of General Materials Company, and in September, 1942, bought the company. Although relatively new in the construction field in St. Petersburg, his company now is one of the leading firms supplying materials to the building industry.

Mr. Peterson is a Lutheran, a Mason, member of Elks Club, Lakewood Country Club, St. Petersburg Yacht and Bath Clubs, Quarterback Club, the Rotary Club, and Post 14, American Legion. He has put in twelve active years in Community Chest work, and maintains an intense interest in community affairs.

He was married June 30, 1928 to Gertrude Dawes, Beloit, Wis., then visiting in St. Petersburg. Mrs. Peterson is a member of O.E.S., the Rotary Anns, and the St. Petersburg Parent-Student-Teacher Association.

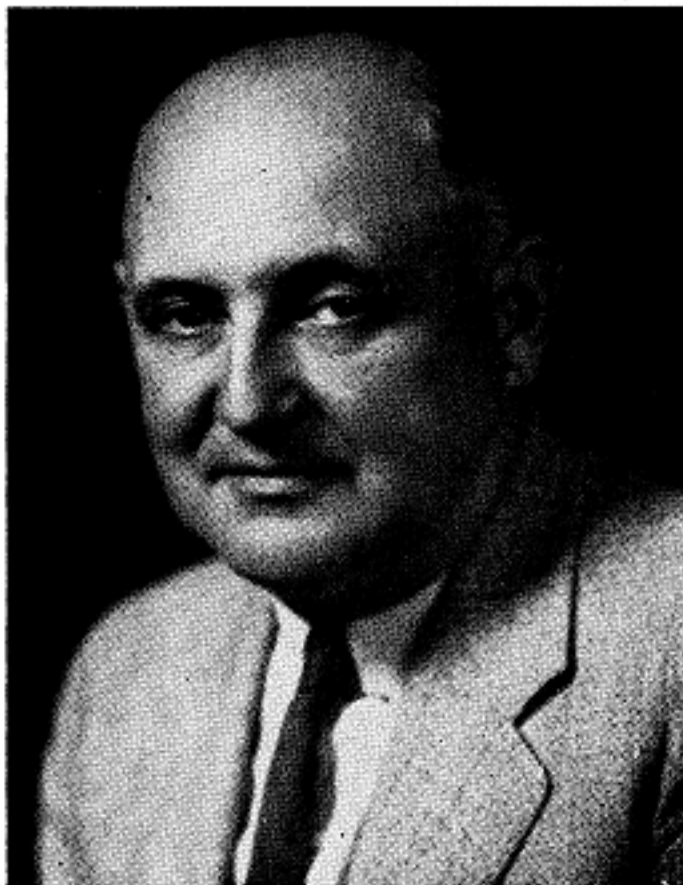
Mr. and Mrs. Peterson have two children. Polly Jo was born May 21, 1932. She entered St. Petersburg High School in 1947. Ralph James was born in 1930, attended public school in St. Petersburg and entered Admiral Farragut Naval Academy in 1946.

ELON RUSSELL SHELDON

Elon Russell Sheldon was born July 29, 1883, at Auburn, N. Y., the son of George A. and Minnie E. (Russell) Sheldon. He was educated in the public schools of Auburn and Mt. Vernon, N. Y.

In 1901 Mr. Sheldon launched his career as an accountant with the Buffalo, Rochester and Pittsburgh Railroad. In 1909 he became a cost accountant for the Standard Steel Car Company at Butler, Pa., the predecessor of the Pullman Standard Car Manufacturing Company.

Six years later, in 1915, he entered the merchandising field. Together with his brother, Earl Sheldon, he established a music store in Punxsatawney, Pa. Receiving



E. R. SHELDON

an offer to sell profitably in 1925, Mr. Sheldon sold his interest in the firm and came to St. Petersburg to visit friends here. Liking the town, he stayed and for a short time was associated with Lee Shepard, Certified Public Accountant.

In November, 1928, Mr. Sheldon opened his own office in the First Federal building. January 1, 1946, he took Edward C. Jones, George B. Curry, Jr., and Michael D. Masterson into the firm of certified public accountants which then became known as Sheldon, Jones, Curry and Masterson, located in the First National Bank Building. The firm practices general accounting, auditing and income tax accounting for both local and out-of-city firms.

Mr. Sheldon served as city councilman of Punxsatawney, Pa., for two years. He was auditor for the city of St. Petersburg during the years 1929 to 1935. He is chairman of the budget committee of the St. Petersburg Community Chest, president of Children's Service Bureau, former member of the board of Red Cross, and head of Red Cross drive in St. Petersburg in 1942. He is also a member of the Yacht Club, past president of Lakewood Country Club, member of Trinity Lutheran Church and for 20 years treasurer of that institution, member of Propeller Club, National Aeronautical Association, Past Chancellor Commander of Knights of Pythias, member of St. Petersburg Executives Club, treasurer of the Quarterback Club and member of the sports committee of the Chamber of Commerce.

On June 14, 1905, Mr. Sheldon was married to Lillian V. Shugart, of Luthersburg, Pa. The Sheldons have two daughters. Mary Jane Sheldon Gourley was born September 27, 1912, attended public schools in Pennsylvania and St. Petersburg, and was graduated from Florida State College for Women in 1934. Now the widow of Clark Gourley, she lives with her two children in St. Petersburg and is a case worker with the Children's Service Bureau.

Mildred Sheldon Harris was born October 24, 1914, was graduated from St. Petersburg Junior College in 1934 and is married to Robert T. Harris of St. Petersburg. They have two children.

PAUL KISTLER SMITH

Paul Kistler (P.K.) Smith was born in Summerville, S. C., November 2, 1900, the son of Paul Kistler and Ellen (Altman) Smith.

He gained his public school education at Summerville, and entered Carlisle Military Academy at Bamberg, S. C., from which institution he was graduated in 1918.

Following some years spent in learning the principles of the business in which he was interested, Mr. Smith came to St. Petersburg in 1925 for a two-month vacation. But before his vacation was ended Mr. Smith had decided to make this city his home.

He entered the employ of the Pinellas Printing and Stationery Company and six years later was made a member of the firm. After five years as general manager of that company, he resigned and formed his own corporation, the P. K. Smith Company, now one of the leading office supply, office furniture, stationery and electrical appliance businesses in the city.



P. K. SMITH

In 1944 Mr. Smith purchased the printing plant of Pinellas Printing and Stationery Company, which operated under the name of Widere Printing Company. One year later a new company, the Widere and Smith Printing Company, was organized by Mr. Smith.

Always vitally interested in the welfare of his city, Mr. Smith participates in Chamber of Commerce, Red Cross and Community Chest activities, and gives freely of his time to many worthwhile projects. He is a charter member of Lakewood Country Club, life member of Bath Club, a director of St. Petersburg Yacht Club, a member of the Dragon and Quarterback Club. He also is a past president and member of the board of directors of the Lions Club.

During World War II he was assigned to work on a ration board, and served effectively in home defense work.

Mr. Smith was married in May, 1937 to Jane Wittwer, of Pittsburgh, Pa., who at that time was owner and manager of the Wittwer Studios, Interior Decorators, in St. Petersburg. Mrs. Smith is a Presbyterian, member of St. Petersburg Junior League, and is active in Red Cross and Parent-Student-Teacher Association work.

The Smiths have two daughters, Emmy Lou, born April 10, 1938, and Linda Jane, born October 9, 1945.

EDWARD SAMUEL MOORE

Edward Samuel Moore was born September 26, 1871, in Kokomo, Ind., the son of Samuel Case and Jane (Douglas) Moore. He was educated in the public schools of Kokomo and then entered the business which his father had started in 1850.

Obtaining timber leases on black walnut timber tracts in Indiana, Mr. Moore and his father constructed a planing mill, cut and milled the lumber and, during the years following, produced the fine grade of cabinet work which made the company famous throughout the Middle West.

After some years as cabinet makers, the Moore company went into general contracting, constructing numerous schools, churches and commercial buildings. In 1892 government contracts were secured and thereafter the company was occupied in the erection of public buildings throughout the Mid-West, East and South.

In 1925, a branch of Edward S. Moore and Sons was established in St. Petersburg. Since then the company has constructed many of the finest buildings in the city, including the Times Building, the Y.M.C.A. building, the U. S. Coast Guard building, many units of the Veterans Home at Bay Pines, the Bainbridge Hotel, Mound Park Hospital, and many commercial structures.

Mr. Moore is a member of all Masonic bodies, member emeritus of the Kiwanis Club and Chamber of Commerce, and a member of the Methodist Church, which he has served in many capacities.

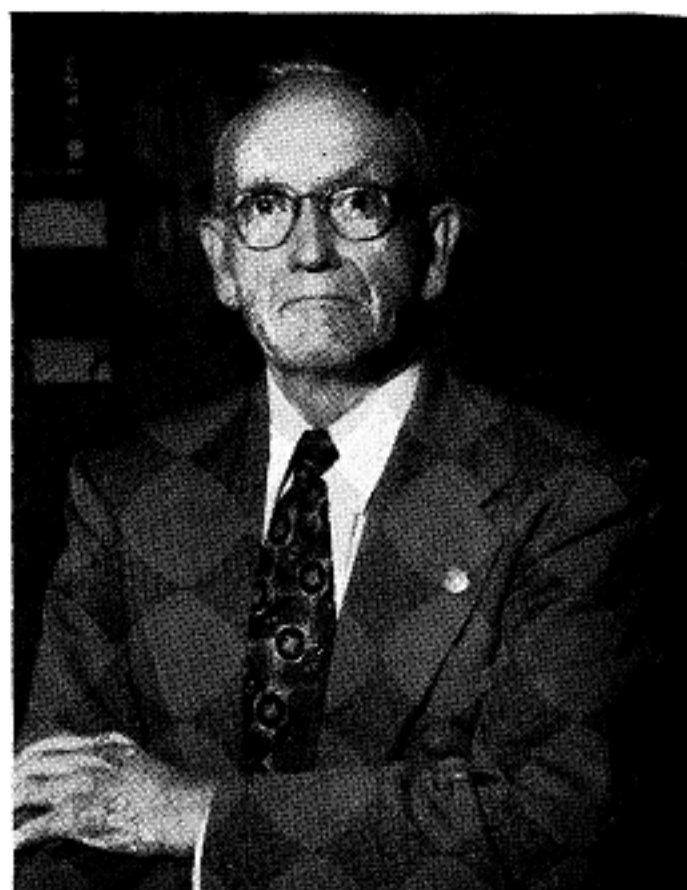
He was married October 26, 1893, to Georgiana Scott, of Kokomo. Prior to her death in 1943, Mrs. Moore was active in social and church circles of St. Petersburg. She was a member of various clubs and the P.E.O. society.

The Moores had three children, two sons who have been identified with the business since their maturity, and one daughter.

One son, L. Douglas Moore was born December 18, 1897, in Kokomo. He was educated in the schools of Kokomo, and was graduated in 1920 from Purdue University. He entered his father's business in 1922 and was married to Elsie Miller of Kokomo in 1923. He is a member of the Yacht Club, Army and Navy Club, and Phi Gamma Delta fraternity. His wife attended Western College and DePauw University, and is a Kappa Alpha Theta and a member of P.E.O. The couple have three children.

The other son, John Robert Moore, was born July 18, 1905, at Kokomo, attended Kokomo schools and the University of Florida, and entered the family business in 1928. In 1926 he married Christine Miller of Kokomo. Mrs. J. Robert Moore attended the law school of Indiana University, and is a member of Alpha Chi Omega. John Robert Moore is a member of all Masonic bodies, the St. Petersburg Rod and Gun Club, Sunshine Boat Club, of Phi Gamma Delta fraternity, and the Methodist Church.

The daughter, Susanna Moore Marvin, was born February 16, 1902, at Kokomo. She was educated in Kokomo, attended Indiana University and the Cincinnati Conservatory of Music, and is married to Dr. Warren K. Marvin of Cincinnati.



EDWARD S. MOORE

The Moores, grandfather, father and sons, have kept the family construction business operating continuously for close to a century.

WEYMAN T. WILLINGHAM

Weyman Theodore Willingham was born on May 4, 1902, in Stockbridge, Ga., the son of Joseph Newton and Anna (Suttles) Willingham. He was graduated from the Georgia School of Technology in 1924 with a B.C.S. degree and in September, 1925, came to St. Petersburg.

Mr. Willingham is president of Weyman Willingham & Co., Inc., a firm which specializes in insurance, real estate mortgage loans and property management.

Since coming to St. Petersburg, Mr. Willingham has been active in community affairs. He served as a member of the civil service commission of the City of St. Petersburg and was chairman of the commission in 1946. He is a member of the Board of

Public Instruction of Pinellas County and has taken part in Community Chest drives.

He is a member of the Lakewood Country Club, St. Petersburg Yacht Club (commodore 1947), St. Petersburg Kiwanis Club (president 1944), St. Petersburg Board of Realtors (president 1938), a past president of the St. Petersburg Insurors Exchange, and the St. Petersburg Chamber of Commerce (president 1943). He is a member of the First Methodist Church and the Masonic lodge.

On July 12, 1930, Mr. Willingham was married to Dorothy Ellen Olsen, Great Neck, L. I. Mr. and Mrs. Willingham have six children, five daughters and a son: Jane Elizabeth, born July 19, 1931; Gail Suttles, born April 10, 1936; Lynn Sinclair, born November 2, 1937; Brenda Farquhar, born December 31, 1938; Weyman Theodore, Jr., born April 4, 1944, and Wendy Mowat, born September 27, 1946. In 1947, Jane Elizabeth was attending high school and Gail Suttles, Lynn Sinclair and Brenda Farquhar were attending elementary schools.



WEYMAN T. WILLINGHAM



JOHN P. WELCH

JOHN P. WELCH

John P. Welch was born August 22, 1898 in Searcy, Ark., the son of Walter Dekalb and Ann (Parker) Welch. Following his graduation from Searcy high school he enlisted and served 28 months in World War I as a member of the 39th Division, N. G. Infantry.

From 1920 to 1925 Mr. Welch was assistant cashier and manager of the insurance department of Lee County National Bank at Marianna, Ark. In August, 1925 he moved to St. Petersburg, where he has since been engaged in the general insurance business under his own name.

Mr. Welch served his home community at St. Petersburg Beach as councilman in 1944 and 1945. He is a member and former director of Rotary Club, past president of the St. Petersburg Insurors Exchange, member and former director of St. Petersburg Chamber of Commerce, member Yacht Club, Quarterback Club, American Legion, Veterans of Foreign Wars, president of Sunshine Rifle and Pistol Club, member of St.

Petersburg Rod and Gun Club, Citrus County Sportsmen's Club and Dragon Club.

During World War II, Mr. Welch was commanding officer of Company D, Fifth Battalion, Florida State Guard. In civic life he has rendered valuable service to his community by his work on the St. Petersburg Port Authority which was instrumental in bringing plans for the Lower Tampa Bay Crossing to maturity in 1947. As secretary and treasurer of the Authority he devoted much of his time to the project, which for more than two decades had been advocated by the civic leaders of St. Petersburg. (See Index: Port Authority.)

Mr. Welch was married May 22, 1931, to Mary Merrell Stevens. Mrs. Welch is a past president of St. Petersburg Junior League, past president of the League of Women Voters, a member of the board of governors of St. Petersburg Junior College, chairman of the Grey Ladies, director of the Community Welfare Council and a member of the board of St. Petersburg chapter, American Red Cross.

Mr. and Mrs. Welch have three children: Antoinette Merrell Welch, a student at Miss Gill's Preparatory School in Bernardsville, N. J., in 1947; John Irving Welch, a student in St. Petersburg Junior High School, and Parker Merrell Welch.

STERLING BODINE BOTTOME

Sterling Bodine Bottome was born March 28, 1899 in Moundsville, W. Va., the son of Edgar M. and Grace (Drasch) Bottome.

He was educated in the schools of Moundsville, was graduated from high school in 1916 and from the University of West Virginia in 1921.

During World War I, Mr. Bottome enlisted in the United States Army. He was serving as a lieutenant of infantry when discharged at the end of the war.

Following his graduation in 1921, Mr. Bottome engaged in public accounting practice in Pittsburgh, Pa. He was granted the degree of certified public accountant by examination in the state of Pennsylvania in 1924.

While in Pittsburgh he met A. V. Laughner, who persuaded him to come to St. Petersburg to assist in the Laughner En-



STERLING B. BOTTOME

terprises. He came to St. Petersburg in 1925, and when the Vinoy Park hotel was opened January 1, 1926 he was made auditor of that huge hostelry. He has since served as secretary and treasurer, vice president, and finally as managing director of the hotel, a post in which he continued when the hotel was sold to Alsonett Hotels in 1945.

Mr. Bottome has taken an active part in civic affairs. In 1947, he was a member of the board of directors of the Chamber of Commerce. He has served fourteen years on the advertising committee, and was president of the Chamber in 1934. Vitally interested in city welfare, Mr. Bottome participates in Community Chest, Red Cross and like communal welfare activities. He is an Episcopalian, and a member of Lakewood Country Club, St. Petersburg Yacht Club, Bath Club, Dragon Club and St. Petersburg Motor Club.

Mr. Bottome was married August 18, 1928 to Gladys Elizabeth Scott of St. Petersburg, who died in June 1938. Their one child, Patricia Anne Bottome was born June

19, 1929. Patricia graduated from St. Petersburg High School in 1947 and entered Stephens College at Columbia, Missouri.

On June 23, 1943, Mr. Bottome was married to the former Margaret E. Liggett of Pittsburgh, Pennsylvania. Mrs. Bottome has two children by a former marriage. A daughter, Nance Ann Bruening, 21, is married to Andrew Oliver McEachern of St. Petersburg. A son, J. Herbert Bruening Jr. 18, is a student at the University of Florida.

SAMUEL HENRY MANN

Samuel Henry Mann was born March 22, 1892, in Forrest City, Arkansas, the son of Samuel Henry and Mary (Ramsey) Mann. He was educated in the public schools of Forrest City, Ark.; Webb School, Bellbuckle, Tenn., from which he was graduated in 1910, and Vanderbilt University, where he took his preparatory college work and later studied law, receiving his LL.B. degree in 1914.

During World War I, Mr. Mann served in the 334th Field Artillery, 87th Division, becoming a first lieutenant. He entered the

Army May 6, 1917, and was discharged March 12, 1919. He served with the A.E.F. in France from August, 1918, to February, 1919.

After the war, Mr. Mann practiced law in Forrest City as a member of the law firms of Mann, Bussey & Mann and Mann & Mann until June 1, 1925, when he came to St. Petersburg. Since then he has practiced as a member of the firms of Bussey & Mann, Bussey, Mann & Barton, and Bussey, Mann, Simmons & Fielding. He also is interested in banking. He was a director of the First National Bank of Forrest City and is now vice-president and director of the First National Bank in St. Petersburg.

During World War II, Mr. Mann was chairman of the Pinellas County Selective Service Board No. 1. He served on the board from October 16, 1940, until discontinuance of the selective service system in 1947.

Mr. Mann is a member of the St. Petersburg Yacht Club, Lakewood Country Club, Country Club of Asheville, N. C., St. Petersburg Executives Club, and the St. Petersburg, Florida State and American bar associations. He is a member of the First Presbyterian Church of St. Petersburg and an elder in the church.

On September 2, 1922, Mr. Mann was married to Vivian L. Moore, in Denver, Col. Mr. and Mrs. Mann have two children: Mary Elizabeth, born in Pine Bluff, Ark., on March 13, 1924, and Sam H. Mann, Jr., born in St. Petersburg on August 2, 1925.

Mary Elizabeth Mann was educated in the public schools of St. Petersburg; Ashley Hall School, Charleston, S. C., graduating in June, 1941, and Vassar College, where she received a B. A. degree in the class of 1944-45. She later attended Cornell Law School, Ithaca, N. Y., and in 1947 was in the senior class of Vanderbilt Law School, Nashville, Tenn.

Sam H. Mann, Jr., was educated in the St. Petersburg public schools and at Webb School, Bellbuckle, Tenn., from which he was graduated in 1943. He then entered the Navy and served as an ensign in the Pacific area. In the fall of 1947 he was a senior at Yale University.



SAMUEL H. MANN

RALEIGH WILLIAMS GREENE

Raleigh Williams Greene was born at Opelika, Ala., July 2, 1893, the son of James Benjamin and Julia (Casey) Greene. He attended the public schools of Opelika, graduating from high school in 1911.

In 1913 Mr. Greene began his business career at Montgomery, Ala., with the firm of Weil Brothers, cotton factors. During World War I he served from 1917 until 1920 when he was honorably discharged with the rank of lieutenant colonel. After the armistice and from November, 1918, to January, 1919, he served as assistant chief of staff, G-4, Ninth Army Corps. From February, 1919, until discharged, he served as aide-de-camp to Lt. Gen. Robert L. Bullard.

In 1921, when he returned to the world of business, he made a change which has affected his entire career. He entered the banking business, a profession he has followed to the present time.

In 1933 Mr. Greene founded the First Federal Savings and Loan Association of St. Petersburg. He has served as chief executive officer of the association continuously since it was opened and has directed its growth to an institution with resources of \$15,000,000. He also is vice-president and director of Snell Isle Enterprises, Inc., developers of Brightwaters, Snell Isle.

From December, 1941, until it was dissolved in December 1946, he was a member of the War Price and Rationing Board and served as its chairman for four years.

Mr. Greene is a past president of the St. Petersburg Lions Club and is a member of Rotary and St. Petersburg Yacht Clubs. He also has served as a member of the board of governors of the Chamber of Commerce in which he has been active for many years. He is a member of the Methodist Church.

He was married to Evelyn M. Shabbot at St. Petersburg on May 3, 1939. He has one son, Raleigh W. Greene, Jr., by his former wife, now deceased.

Raleigh W., Jr., was born May 26, 1927. He was graduated from St. Leo's College Preparatory School May 19, 1945. He at-



RALEIGH W. GREENE

tended the University of Florida prior to serving in the Army. In 1947 he was a member of the Airborne Service, U. S. Army, with the rank of sergeant, and was stationed at Fort Benning, Georgia.

JAMES EARL WEBB

James Earl Webb was born in Nashville, Tenn., August 31, 1899, of Scotch, Irish and English descent. His parents were James Artemus and Lonia (McMillen) Webb. He attended the Nashville public schools. When nine years old, he started his business career by carrying newspapers. Several years later he began working for the Todd & Armistead Drug Store, in Knoxville, as a clerk at the soda fountain. At nineteen, he was the manager of a drug store which he operated successfully for six years.

In the fall of 1925, Mr. Webb found it necessary to go to a warmer climate because of his health. He came to St. Petersburg. He did not remain inactive long. Within a few weeks he and an associate, whom he later bought out, opened a tiny drug store

at Ninth street and Second avenue south, at the edge of the colored district.

J. E. Webb, or "Doc" as he soon began to be known, recognized the fact that two things are needed in the building of a successful business—money and brains. Being short on the former he capitalized on the latter. And St. Petersburg awakened to the fact that Webb had created a spectacular store, a place where tremendous super-sales were held; where a breakfast could be bought for two cents; where merchandise was sold during sales at unheard of low prices.

Year by year the store was enlarged to take care of ever increasing throngs of customers who literally pushed out the walls. In just a few years Webb's Drug Store covered a full half block. Then, after a few more years, it covered an entire block. This last addition was made possible through the cooperation of Webb's customers after he had announced, in a startling two-page ad, that he needed \$200,000 to erect a new building. His customers came by droves—they stood in lines and in just thirty hours

the entire issue of preferred stock had been oversubscribed.

Not long after it was opened, Webb's Drug Store ceased to be just a drug store. Department was added to department. Soon Webb's was selling groceries, meats, men's wear, ladies' clothing, photographic supplies, electrical supplies and household appliances, paints and varnishes, roofing and fishing tackle, hardware, all kinds of baked goods, luggage—almost anything a customer might want. It also had a floral shop, a beauty salon, a gift shop, a travel bureau, coffee shops, soda fountains galore, and cafeterias where thousands of persons ate daily. No wonder that Webb's soon became known as "The World's Most Unusual Drug Store." It really was.

Feature writers from nationally known magazines and newspapers spread the fame of Webb's Drug Store throughout the country. They have given the store, and St. Petersburg as well, literally millions of dollars worth of publicity. As a result, thousands of Florida's winter visitors come to the Sunshine City each winter for a visit just to find out for themselves whether Webb's is as unusual as it has been pictured. And few, if any, go away disappointed.

The phenomenal growth of Webb's is best shown by the store's sales. In 1926, just \$38,990 worth of business was done. Five years later, the sales totaled \$301,355; ten years later, \$1,101,705, and fifteen years later to \$3,742,394.21. During the fiscal year ending August 31, 1946, the sales leaped to \$9,132,799 and during the year ending August 31, 1947, to \$11,998,976.

The floor space of Webb's was doubled during 1947 in a building program costing more than \$750,000. And during 1947, the number of employees passed the 900 mark! Webb's now covers a three-block area.

As might be expected, Webb has little time to spend at clubs and lodges. However, he does find time to belong to the St. Petersburg Tennis Club, of which he was president in 1947. And he also supports every civic movement and has been outstanding with financial contributions. He is a member of the First Baptist Church.

Mr. Webb was married in April, 1934, to Arretta Brooks a native of Knoxville,



J. EARL WEBB

Tenn. By a former marriage he had two children, Eleanor, born July 12, 1920, and James Earl Webb, Jr., born August 11, 1923. Eleanor was educated in St. Petersburg schools and at Ward-Belmont College, in Nashville. She is married to Charles Marvin Cole and has two children. James E. Webb, Jr., attended the University of Florida. He entered the army air corps as a flying cadet and was discharged, after four years of service, as a major. He flew with the Ninth Air Force and was shot down on D Day, but escaped with minor injuries.

EDGAR MACK WILSON

Edgar Mack Wilson was born December 30, 1892, at Enterprise, Coffee County, Alabama, the son of George Wilburn and Ella (Cotton) Wilson. He was educated in the public schools of Hartford, Alabama.

Upon graduation from high school, Mr. Wilson began his business career in a general store in Alabama, and, later, in stores in Albany, Ga., and in Marianna, Fla., where he was associated with the Flowers Brothers and Jones Furniture firm.

In April, 1925, Mr. Wilson came to St. Petersburg and opened a new store for the Flowers Brothers and Jones Furniture Company.

Six years later Mr. Wilson organized the Florida Mattress Company at Thirteenth and Central avenue, with F. R. Daniels as partner. Three years later, in July, 1935, Mr. Wilson sold his interest in the firm to his partner. In September of that year he opened his present place of business, known as the Wilson Mattress and Furniture Manufacturing Company.

Starting with a stringently limited capital, the Wilson family, with the aid of three employees, built up and enlarged the business until the company, in 1947, was employing from 25 to 30 people throughout the year. It has become one of St. Petersburg's leading industries.

Mr. Wilson was married December 25, 1912, to Ira Lee Swords of Albany, Ga. Mr. and Mrs. Wilson are members of the First Baptist Church of St. Petersburg and the Southside Property Owners Association, of which Mr. Wilson was one of the founders. He has maintained a strong interest in organizing and aiding youth clubs in his



EDGAR MACK WILSON

community, furnishing them with playgrounds and a dockage on Tampa Bay near his home. During 1947 a park and playground designed to furnish children of the community with a recreation center were being developed on waterfront property owned by Mr. Wilson.

The Wilsons have two sons. Edgar Hiliard Wilson was born March 26, 1914 at Albany, Ga. He was educated in the public schools of St. Petersburg, enlisted in the U. S. Coast Guard and served from 1942 to 1945, when he was released with rank of Chief Petty Officer.

Ralph LaMar Wilson was born June 2, 1919, at Birmingham, Ala. He was educated in the public schools of St. Petersburg and attended the Florida Military Academy. He enlisted in the Army Air Corps in February, 1943, trained at Maryville, Tenn., Maxwell Field, Ala., Stuttgart, Ark., and Tucson, Arizona, as pilot of a B-24. He trained his crew at Tucson and Topeka, Kansas, and served until the end of the war with the 15th Air Force in Italy.

Both sons and Mrs. Wilson are active members of the Wilson Company.

MERLE ERNEST RUDY

Merle Ernest Rudy was born at Dalton, Ohio, on September 25, 1885, the son of Levi and Eliza (Erwin) Rudy. He was educated at Wooster University, Wooster, Ohio and then attended the University of Michigan, Law Department, from which he was graduated with a LL.B. degree in 1912.

Mr. Rudy was engaged in the general practice of law in Akron, Ohio, from June, 1912, until September, 1925. He then came to Florida and was admitted to practice law in February, 1926. Since then he has been engaged in general practice in St. Petersburg. He has been admitted to practice in state courts of Michigan, Ohio, and Florida, and in federal court.

A life-long Republican, Mr. Rudy is a member of the Florida State Republican Executive Committee and is chairman of the Pinellas County Republican Executive Committee.

On August 18, 1910 Mr. Rudy was married to Martha Appleman, daughter of Robert S. and Armilda (Frederick) Appleman of Wooster. Mrs. Rudy is active in



MERLE E. RUDY

P.T.A. work, Woman's Club and the Y.W.C.A.

Mr. and Mrs. Rudy had four children: Jane Ellen, born February 19, 1917; Dorothy, now the wife of Dr. George F. Busby, born April 2, 1920; Merle E. Rudy, Jr., born March 11, 1924, and Martha, born August 29, 1927. All the children were graduated from St. Petersburg High School. Jane Ellen attended St. Petersburg Junior College, Dorothy was graduated from the University of Michigan in 1941 and Martha is now a senior at Duke University.

Merle E. Rudy, Jr., was a junior at the University of Michigan when he volunteered for service in World War II. He was called in February 1943, and was commissioned as a pilot at Albany, Ga., in 1944. On October 25, 1944, he was killed in a plane crash at Charlotte, N. C. His body was returned to St. Petersburg and buried at Royal Palm Cemetery.

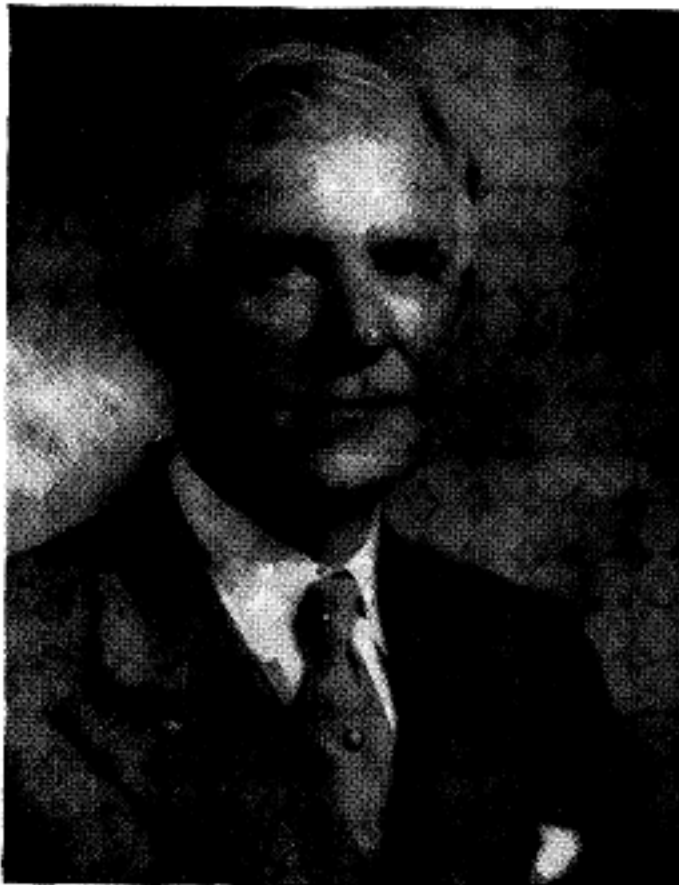
ARTHUR RUMFORD THOMPSON

Arthur R. Thompson, attorney-at-law and former mayor of St. Petersburg, was born at Titusville, Pa., on October 6, 1871, the son of Ebenezer Kirk and May (Waters) Thompson. He is a descendant of Israel Putnam, of Revolutionary War fame.

After attending the public schools in Titusville and Cornell University, Mr. Thompson was graduated in law from the University of Pennsylvania and immediately began the practice of his profession at Titusville. He served for five years as city attorney of Titusville and in 1900 was appointed Commissioner of the first United States District Court at Puerto Rico.

After serving two years in Puerto Rico, Mr. Thompson was appointed Assistant U. S. Attorney in Cuba of the Spanish Treaty Claims Commission. He resigned that post in 1907 to practice international law in Washington, D. C. In 1912 he was appointed by the State Department as a member of the Nicaraguan Mixed Claims Commission, at which all proceedings were in Spanish, and served until the conclusion of its work under the Taft and Wilson administrations.

In 1925, Mr. Thompson came to St. Petersburg to live and has practiced law in this city ever since. Following the col-



ARTHUR R. THOMPSON

lapse of the banks during the depression, he served as general counsel for the receiver of the former First National Bank and the Central National Bank.

Mr. Thompson has taken an active interest in civic affairs ever since coming to St. Petersburg. He served as a member of the mayor's industry board and on May 21, 1929, he was elected mayor and he held that office during the period when the city started to get on a sound financial basis after it had been forced to default in its bond payments.

While a resident of Pennsylvania, Mr. Thompson was a member of the supreme court of that state and of all federal courts. As a member of the American Bar Association he has contributed articles on legal subjects to the American Bar Association Journal. He is a lifelong Republican and served as chairman of the Republican Campaign Committee of St. Petersburg during the 1928 presidential election. He was a charter member of the Rotary Club of Titusville, Pa., and fraternally is a Knight Templar and an Elk. While in college, he

became a member of the Phi Gamma Delta fraternity.

On July 10, 1907, Mr. Thompson was married to Mary E. Peck, of Oconomowac, Wis., a daughter of the late George R. Peck, former president of the American Bar Association. They have two children, Arthur R. Jr., and Ethel Peck Thompson, now the wife of William F. Beck, professor of history in Mary Baldwin College, of Staunton, Va.

JUDGE VICTOR O. WEHLE

Victor Otto Wehle was born in New York City June 19, 1902, the son of Henry J. and Marie (Kuehne) Wehle. His father was a native of New York. His mother was born in Germany and was brought to this country by her parents when she was six months old. Mrs. Wehle's father was a German Lutheran minister.

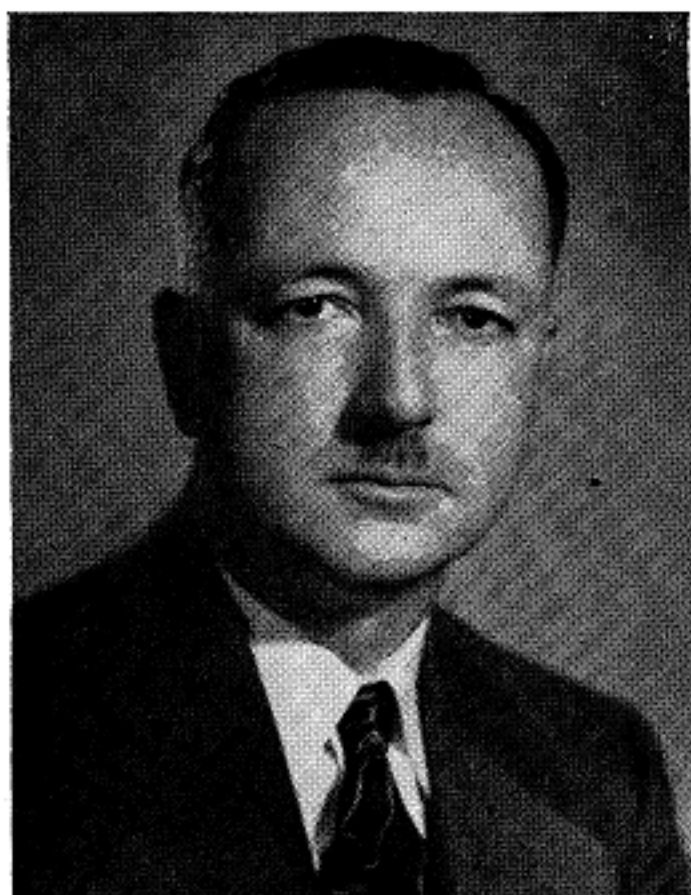
Judge Wehle attended the public schools of Jamaica, N. Y., and then went to Cornell University where he studied engineering and law. After being graduated in 1924 with an LL.B. degree, he practiced law in Jamestown, N. Y., for a year and then came to St. Petersburg.

In 1926, he was admitted to the Florida bar and was appointed assistant city attorney of St. Petersburg. While serving in that office he wrote and worked for the passage of the bill creating the juvenile court of Pinellas County. The act became effective in 1927.

In 1928, he resigned from his position with the city and joined with A. S. Bradley in forming the law firm of Bradley & Wehle. From 1938 to 1942 he lectured on law at St. Petersburg Junior College. During the presidential campaign of 1940, he served as county campaign manager for the Democratic party. In 1944 and 1945 he served at different times as assistant municipal judge and as acting county prosecutor.

On June 13, 1945, he was appointed by Gov. Millard F. Caldwell as circuit judge of the 6th Circuit and his law firm partnership was then dissolved.

An expert with firearms, Judge Wehle has won numerous medals for rifle and pistol shooting. He was captain of the



JUDGE VICTOR O. WEHLE

Florida state team at the National Rifle Matches in 1930 and 1931. For fifteen years, he was president of the Sunshine Rifle and Pistol Club.

He is a past president of the St. Petersburg Bar Association, of the Men's Civic Glee Club, and of the Children's Service Bureau. He is a past exalted ruler of the Elks Lodge and a past councillor of the J.O.U.A.M. He served several years as president of the Circuit Court Commission of the 6th Circuit. He is president of the United Churches of St. Petersburg, is the state president of the Brotherhood of the United Lutheran Church, and is a member of the council of Trinity Lutheran Church.

Judge Wehle is also a past president of the Jeffersonian Democratic Club of St. Petersburg, a member of the board of directors of the Army & Navy Club, is president of the Navy League of St. Petersburg, and is a past secretary and treasurer of the Reserve Officers Association of St. Petersburg. He is a former vice-president of the St. Petersburg Choral Society. He is a member of the Kiwanis Club. For four-

teen years he was chairman of the speakers' bureau of the Community Chest.

On September 10, 1932, Judge Wehle was married to Irma E. Anschuetz, of St. Petersburg. They have four children: James H., born May 27, 1933; Mary C., born January 21, 1935; Margaret R., born July 17, 1940, and Irma E., born February 7, 1943.

ERLE B. ASKEW

Erle B. Askew was born in Milford, Ga., February 6, 1887, the son of Benjamin Hill and Mary Leone (Hand) Askew. He was educated in the public schools of Georgia; Gordon Military College, Barnesville, Ga., and the University of Georgia, Athens, Ga., from which he was graduated with a bachelor of laws degree.

Mr. Askew has been admitted to practice law in all of the state courts of Georgia and Florida, the District Courts of the United States, the United States Circuit Court of Appeals for the Fifth Circuit, the United States Court of Claims and the United States Supreme Court. He resigned as county attorney of Colquitt County, Ga.,



ERLE B. ASKEW

and division counsel for the Atlanta-Birmingham & Atlantic Railroad Company in 1925 to remove to St. Petersburg, and immediately engaged in the general practice of law here. He was city attorney of St. Petersburg 1931-33. He was one of the organizers and secretary for several years, then president of the Jeffersonian Democratic Club of St. Petersburg and was a Presidential Elector in 1936.

He is a member of the Masonic Order (Past Master) and is a Past Grand Patron of Georgia O.E.S.

Mr. Askew married Lucille Evans Strong of Montgomery, Alabama. They have one daughter, Lucille, who is now the wife of Ross Norton, Jr.

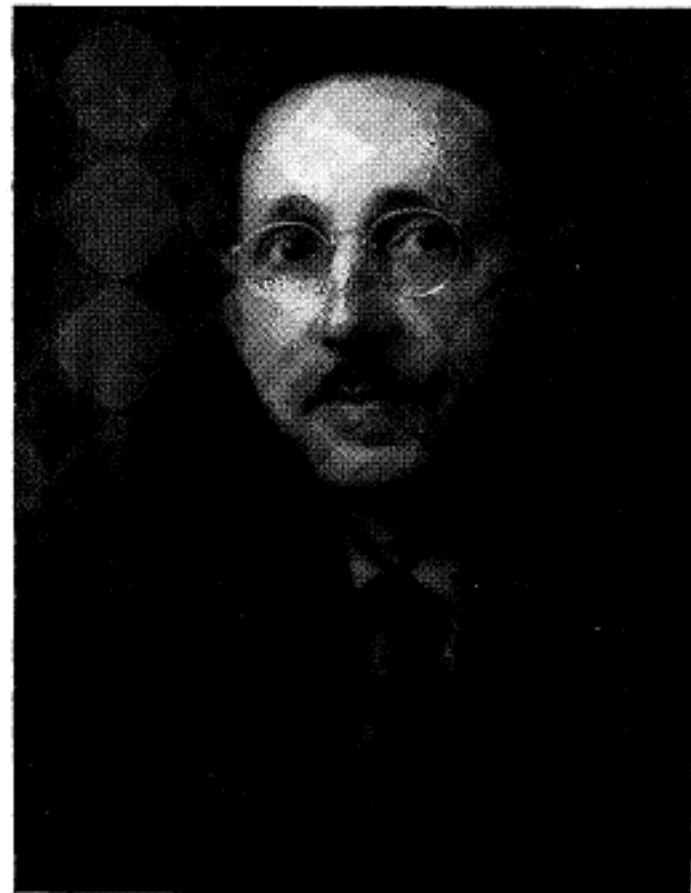
OTTO SIMPSON

Otto Simpson was born in East Eagle, Ky., October 1, 1888, the son of Morgan and Cynthia (Arnold) Simpson. His early education was acquired near his birthplace in Kentucky and in 1909 he was graduated from The Automobile College in Washington, D. C.

After leaving college he entered the automobile industry and in 1911 came to Florida for the first time. He spent two years at Daytona Beach and then returned North. He remained in the automobile business until 1920 except during World War I when he worked for a nitro plant at Cincinnati, O.

In 1920, he opened the Waldo Cafeteria in Lima, O. The cafeteria proved a success and within a year he sold it. His next venture in the food business came early in 1922 when he opened a new restaurant in Springfield, O. This he sold in 1924 in order to accept a position operating a restaurant in Wheeling, W. Va.

Early in 1925 he left Wheeling to come to St. Petersburg where almost immediately he purchased Bostain's Cafeteria, then located in the Royal Palm Hotel at First avenue south and Fifth street, changing its name to the Royal Palm Cafeteria. Soon afterward he opened the S. & S. Coffee Shop, opposite the post office at Fourth street north. It was one of the first restaurants in the South operated strictly as a sandwich shop and proved very successful. He sold this to open a



OTTO SIMPSON

similar restaurant in Jacksonville which he operated during 1927. He then returned to St. Petersburg to open the Poinsettia Restaurant which is now operated under the name of Simpson's Good Food. This restaurant, one of the leading restaurants of St. Petersburg, is in its twentieth year of operation by the Simpson family.

On November 26, 1909, Mr. Simpson was married to Ethel May Parker, of Aurora, Ky. There are two sons, both born in Covington, Ky.: Maurice Clay, born August 29, 1911, and Clifford Leo, born November 15, 1914.

Mr. Simpson, who died April 1, 1943, was a member of the Modern Woodmen Lodge, Owenton, Ky., and a member of the Baptist Church, Hessler, Ky.

Both Simpson boys received their early education in Kentucky and Ohio. Their high school and college education was completed in Florida at St. Petersburg Junior High, St. Petersburg High School, St. Petersburg Junior College, and the University of Florida.

During World War II, Clay Simpson served three and a half years in the Army

Air Corps, being stationed with the Central Flying Field Command at Randolph Field, San Antonio, Tex., and becoming a major. Clifford served two and a half years in the Navy, sixteen months of which was on Saipan. He was a lieutenant (j.g.).

Clay Simpson was married on August 4, 1936, to Marjorie Buell and they have two children: Shirley Ann, born June 17, 1938, and Clay Otto, born July 30, 1942.

Clifford Simpson was married on December 1, 1939, to Marjorie Childs. They have two children: Clifford Leo, Jr., born March 9, 1941, and Jon Allen, born December 14, 1947.

The two sons operate Simpson's Good Food Restaurant.

JAMES BENJAMIN GRANGER

James Benjamin Granger was born in Greenville, S. C., September 14, 1889, the son of James Aaron and Martha Florence (Ellis) Granger, both natives of South Carolina. He was graduated from the Greenville High School in 1907.

While attending high school, he began working for the Greenville Daily Herald,



J. BEN GRANGER

carrying papers while school was in session and working as an office boy during vacations. After he was graduated, he got a job in the commercial printing department of the Greenville News and began learning the business he has been engaged in ever since.

When he was twenty-one, he bought the printing department in partnership with its manager, B. H. Peace, one of the foremost printing experts in the South. He and Mr. Peace operated the plant for ten years, building a substantial business under the firm name of the Peace Printing Company. Mr. Peace then bought the Greenville News and Mr. Granger continued to run the printing company by himself.

Desiring to get experience in all phases of the printing business, Mr. Granger sold his interest in the Peace Printing Company in 1922 and went with Jacobs & Company, a nationally known advertising agency and publishing firm of Clinton, S. C., which had a large staff of writers, artists, advertising experts, and skilled photo-engravers and printers.

Mr. Granger remained with Jacobs & Company until 1926 when he got the "Florida fever" and came to St. Petersburg to take a position as printing expert for the old Tourist News Publishing Company. On September 1, 1932, following a re-organization of the concern, Mr. Granger became vice-president and general manager of the company, the name of which was changed to the St. Petersburg Printing Co.

When Mr. Granger took charge of the company, business of all kinds in St. Petersburg was stagnated, due to the fact that the national depression had greatly reduced the number of winter visitors. The printing industry was affected more than most others. Mr. Granger was confronted with the alternative of closing up the printing plant or getting more business. He got it through an intensive, state-wide direct-mail advertising campaign in which he used a wide variety of printed material. As a result, the company's business increased steadily all during the depression and soon got on a sound financial footing.

Under Mr. Granger's direction, the company has produced all types of commercial printing from simple jobs to four-color process work of such high quality that the

concern has won many awards for the excellence of its products, received national recognition from the foremost printers' periodicals, and has widened the scope of its business to a point where it now embraces many states and even countries in Latin America.

Mr. Granger is a member of the Advertising Club, St. Petersburg Yacht Club, and the Elks Lodge. He is a member of the Florida Publicity and Public Relations Association, the American Institute of Graphic Arts, Florida Seedmen's Association, and a member and past president of the Florida Graphic Arts Club.

CARROLL R. RUNYON

Carroll R. Runyon was born January 8, 1905 at Plainfield, N. J., the son of Judge Isaac Pangborn and Adelaide (Henry) Runyon. He was educated in the public schools of Plainfield and was graduated from John B. Stetson University, DeLand, Fla., in May, 1926, with LL.B. degree.

Mr. Runyon left New Jersey two years after the death of his father in 1920, and came to Florida to complete his education. He played varsity football and basketball for Stetson University during the years 1922, 1923 and 1924, earning his letter in both sports. Upon graduation he was admitted to the Florida bar.

Coming to St. Petersburg in 1926 he opened a law office and engaged in general practice until July, 1928, when he was appointed assistant city attorney. Later he was chosen to fill the unexpired term of City Attorney Rainey Martin, from November 1930 to October 1, 1931, when he was again appointed as first assistant city attorney, which post he filled until July 1935. In that year he was advanced to city attorney. He served in that capacity, except for a three years' leave of absence for war duty, until his resignation in May, 1947, when he formed a law partnership with H. W. Holland.

Mr. Runyon also served his community as attorney for the St. Petersburg Housing Authority at its inception and for several years thereafter. In July, 1947 he was chosen as attorney for the newly created Pinellas County Utility Board.



CARROLL R. RUNYON

During his leave of absence from the post of city attorney, Mr. Runyon entered on active duty as a captain in the Judge Advocate General's Department, U. S. Army, February 2, 1943 and served until November 1, 1945, attaining the rank of major. Twenty-one of his 33 months of service were spent in the South and Southwest Pacific area, where he served as assistant staff judge advocate for General Lincoln, First Island Command; staff judge advocate for General Johnson, Third Island Command; staff judge advocate for General Wallace of Fourth Island Command, and for the final several months of his Pacific service as assistant staff judge advocate on General Douglas MacArthur's staff at New Guinea, Leyte and Luzon, P. I.

Mr. Runyon is a member of St. Petersburg Bar Association, Florida State Bar and American Bar Associations, St. Petersburg Yacht Club, Elks, Veterans of Foreign Wars, American Legion, Post 14, and Army and Navy Club. He attends First Methodist Episcopal Church of St. Petersburg, and is a member of Sigma Nu Phi legal fraternity and Sigma Nu social fraternity.

He was married June 11, 1934, to Martha Elizabeth Pratt, of Avondale Estates, Ga. The Runyons have one son, Carroll R. Jr., born July 3, 1935.

EDWARD EARL WEIR

Edward Earl Weir was born April 3, 1891, in Utica, New York, the son of David Edward and Catherine (VanWormer) Weir. He was educated in the public schools of Utica. At the age of 19 he was publishing his own newspaper in his home city.

In 1914, when he was 23 years of age, he was chosen secretary to the mayor of Utica. Later he entered the real estate field in his native city.

Coming to St. Petersburg in 1926, he engaged in the selling of real estate. Shortly after 1930 he purchased the Record Press, a weekly newspaper and printing shop in St. Petersburg. Since that time the Record Press has printed many different types of papers and periodicals, including the St. Petersburg Shopping News, The Sun, the St. Petersburg Guide, and many like publications.



EDWARD EARL WEIR

Mr. Weir is a Thirty-Second degree Mason, and a member of Elks lodge No. 1224, St. Petersburg, the Florida Press Association, the National Editorial Association, St. Petersburg Rod and Gun Club, the Chamber of Commerce, and many Masonic bodies, including Lodge 697, Selama Grotto, Tampa Consistory, Egypt Temple, and Tampa Shrine. He is a member of the Presbyterian Church of St. Petersburg.

On June 19, 1943 Mr. Weir was married to Muriel A. Perry. The Weirs have one son, Earl Weir II, born March 9, 1945.

JOHN H. TOURTELOT

John Hopkins Tourtelot was born at Pullman (near Chicago), Illinois, November 29, 1887, the son of Elie Castillion and Catherine (Finlay) Tourtelot. His father was for many years private secretary to John Hopkins, then mayor of Chicago, and later became vice-president of the Hewett Rubber Co. with offices in the Railway Exchange building, in Chicago. His mother was born in Ireland and came to this country soon after the disastrous Chicago fire.

Mr. Tourtelot was graduated from the Englewood (Ill.) High School and later studied engineering at the University of Illinois. After leaving college he worked as a civil engineer in North Dakota, spent a year in the Panama Canal Zone, and then followed his profession in Chicago.

On October 12, 1912, he was married to Rita Brook Dorsey, of Clifton, Va. Mr. and Mrs. Tourtelot have two sons: John Finlay, born September 28, 1914 and Richard Dorsey, born August 13, 1920.

Shortly after his marriage, Mr. Tourtelot went to Glen Ellyn, a suburb of Chicago, where he established and operated the town's first and only ice plant. Due to the scarcity of efficient help during World War I, he worked from 16 to 18 hours a day to keep the plant running. After the war ended he sold the concern and established a Ford agency in Glen Ellyn.

He first visited Florida in 1925. He became so enthused with the state that he

returned home, sold out his business, and then came back and located at Homosassa where he purchased many properties. The drop in values after the Florida crash did not diminish his enthusiasm for the state. With his wife and sons, he toured the state and in August, 1927, settled in St. Petersburg.

Shortly after his arrival here, Mr. Tourtelot opened an office on Central near Seventh and began operating as a real estate broker. Assisted by Mrs. Tourtelot, he succeeded in building up one of the largest and most active real estate offices on the West Coast. Together they originated a unique type of descriptive real estate advertising which has attracted national attention.

During the early Thirties, Mr. Tourtelot moved his offices to lower Central and in 1945 he purchased a combined office and apartment building at 127 Central. He completely modernized the ground floor of the building and made one of the largest and finest real estate offices in the city.

Mr. Tourtelot has taken an active part in civic affairs ever since coming to St. Petersburg. Through his efforts and constant boosting of the Sunshine City, hundreds of families have been persuaded to come here from the North. He has participated in many civic drives, has been a member of the Chamber of Commerce for twenty years, and is also a member of the Junior Chamber of Commerce. He was twice elected mayor of the Town of Boca Ciega, on Treasure Island. He is a Mason and is a member of the Yacht Club. During World War II he served on the Ration Board.

The Tourtelots' two sons are both graduates of St. Petersburg High School. John Finlay joined the National Airlines in 1937 as traffic manager and was associated with the company for eight years, becoming passenger service manager for the entire line. On February 6, 1934, he was married to Helen Marie Campbell. They have a daughter, Lois Rita, born November 13, 1935.

Richard Dorsey Tourtelot served four years in the Army Air Corps during World War II. On December 8, 1944, he married Billie Elizabeth Cooper. They have a son,



JOHN H. TOURTELOT

Richard Dorsey, Jr., born July 27, 1946.

The two sons are now associated with their father and mother in their real estate business.

GEORGE SETH PATTERSON

George Seth Patterson was born at Ashtabula, O., on January 22, 1883, the son of Seth Dwight and Anna (Auer) Patterson. He was educated in the public schools of Ashtabula, and was graduated in 1902 from Western Reserve Academy, Hudson, O.

A pioneer in the automotive industry, Mr. Patterson started in the auto sales business in Columbus, O., in 1905, and shortly after started a branch sales agency in Cleveland. By 1909 he had become vice-president and manager for the State of Ohio of the Rambler Automobile Company.

Later he became interested in the manufacture of copper tubing, and, eventually, progressed to airplanes. He purchased two pusher-type Curtiss planes, and, with pilots, toured the country with them on exhibition flights.

In 1916 Mr. Patterson organized the Engel Aircraft Company, and, during World War I., furnished the government with airplane "spares," including everything for complete planes except engines and propellers. Following the war he handled receiverships and trusteeships.

Coming to St. Petersburg in 1926 because of his wife's health, Mr. Patterson became an independent state distributor for the General Electric Company in Florida, and established headquarters in St. Petersburg for the distribution of electrical equipment and appliances, becoming the first G. E. appliance distributor in Florida. In 1939 he sold his business to the General Electric Co.

Mr. Patterson was appointed to the city council of St. Petersburg in 1942, and proved so popular that he was elected mayor of the city in 1943, although he was absent from the city during both campaign and election. This was his first experience in politics.

In 1945 he again was elected mayor by a large majority. In July, 1947, Mr. Pat-

son retired from public service, after four years of nine-hours-a-day duty in the mayor's chair without compensation.

Heading a city council notable for constructive policies he backed many improvements. A favorable \$18,000,000 refunding at 2%, gas plant modernization, the First avenue north extension, Al Lang Field and the lower bay bridge were among them.

Later in 1947, with a group of former associates, Mr. Patterson started a new business, the Monitor Equipment Corporation, of which he is a director. The Monitor corporation is an independent company operating on a national basis and handling more than thirty lines of electrical appliances and equipment.

Mr. Patterson has devoted many years to the promotion of Boy Scout activities. For a considerable time he was vice-chairman of Region Six, including North and South Carolina, Georgia and Florida, during which time he took a vital interest in the development of the Boy Scout movement in the rural districts.

He was the first president and chairman of the organization committee for the Lakewood Country Club of St. Petersburg, member of the Chamber of Commerce and the St. Petersburg Yacht Club.

Mr. Patterson was married January 26, 1905, to Miss Florence Fillius, of Hudson, O. The Pattersons have one daughter, Mrs. Irene Patterson Kuehne, of White Plains, New York.



GEORGE S. PATTERSON

DR. L. M. GABLE

Linwood Malone Gable was born at Brooks, Ga., January 16, 1896, the son of Nonie Wilson and Hulette (Malone) Gable, both natives of Georgia. He attended public schools in Brooks and Griffin, Ga., was graduated from Griffin High school in 1911, and in 1916, received an M.D. degree from Emory University.

In April, 1917, while serving his internship at New York Polyclinic Hospital, he joined the British army and was made a battalion surgeon in the 57th Division. On duty at the front in May, 1918, he was gassed and hospitalized. Upon recovery he was transferred with the rank of captain to the Yankee (26th) Division. While with

the British and American armies, he took part in almost every major engagement during the last two and a half years of the war.

In January, 1919, he was promoted to the rank of major and three months later, he left France and was assigned to duty at Camp Gordon, Georgia, as assistant camp surgeon. He was released from active duty in November, 1919.

Early in 1920, he started practicing in Giffin, Ga., where he remained until early in 1926 when he came to St. Petersburg. He continued to practice here until July, 1942, when he was called back into active service, as a member of the Officers Reserve Corps, with the rank of colonel. He served at Carlisle Barracks, Pennsylvania, for three months and then was given command of the 73rd General Hospital at Camp Atterbury, Indiana. This hospital, which became designated as the 231st Station Hospital, was sent to England in September, 1943, and was assigned to the 8th Air Force. It was located at East Anglia, England, and ultimately was enlarged to 1,500 beds.

Dr. Gable was in command of the hospital until the fall of 1945. He was relieved from active duty in November of that year and returned to St. Petersburg where he resumed his practice.

During the two wars, Dr. Gable received five decorations for outstanding service. During World War I, he was twice awarded the Silver Star and he also received the Purple Heart and the British Military Cross. For his services during World War II, he was awarded the French Croix deGuerre with palms.

Dr. Gable is a member of the staff of Mound Park, St. Anthony's and Mercy hospitals, and of the American Legion Hospital for Crippled Children. He is also a member of the consulting staff at Bay Pines. He is the surgeon for the Atlantic Coast Line railroad and assistant surgeon for the Seaboard. He is a member of the Pinellas County and American Medical societies.

A past commander of the American Legion Post of Griffin, Ga., Dr. Gable also is a Legion member here. He is a member of the Disabled American Veterans, Veterans of Foreign Wars, Elks, St.



DR. L. M. GABLE

Petersburg Yacht Club, Dragon Club, Bath Club, Chamber of Commerce, and is a Mason and a Shriner.

On June 27, 1936, Dr. Gable was married to Martha Bidaman, formerly of Terra Haute, Ind.

COL. WALTER BASS MENDELS

Walter Bass Mendels was born in Newark, N. J., on July 25, 1886, the son of Emanuel S. and Mary Jane (Carlisle) Mendels.

He attended Newark public schools and when sixteen years old became a runner for the brokerage firm of E. S. Mendels, Jr., & Company, founded by his grandfather in 1873 with offices at 6 Wall street, New York City. He became a partner in the firm in 1907 and remained with it until it was dissolved in 1934.

In 1929, he purchased the Rolyat Hotel in Pasadena, from the George A. Fuller Company, and operated it for three winters.

In 1932, he purchased the Florida Military Academy which had been established in Green Cove Springs, Florida, in 1908, and



COL. WALTER B. MENDELS.

on December 6, 1932, the school was moved to St. Petersburg and opened in the buildings formerly used by the Rolyat. (See Index: Florida Military Academy.)

In 1933, he was commissioned as a colonel in the Florida State Militia and has served as an officer ever since.

Colonel Mendels is a member of the Bath Club, of St. Petersburg; the founder of the Newark (N.J.) Athletic Club; a member of the Maplewood (N. J.) Country Club, Bayhead (N. J.) Yacht Club, and the American Club, of Havana, Cuba. He is a Mason, 32nd degree, and a Knight Templar.

On February 9, 1908, Colonel Mendels was married to Catherine Wallace Taylor, daughter of James and Catherine (Wallace) Taylor, of Newark, N. J. They have two children: Katherine Wallace (Mrs. Albin Douglas Peden), of Montgomery, Ala, and Muriel Jean (Mrs. James Dayton Hedges), of Havana, Cuba, and four grandchildren: Dayton Walter Hedges, Michael Wallace Hedges, James McCormick Hedges, and Walter Albin Peden.

LAVERNE THOMAS

LaVerne Thomas was born at Marion, S. C., February 2, 1889, the son of Maston Jules and Julia (Dozier) Thomas. He was educated in the public schools of Florence, S. C.

Mr. Thomas started his business career in Augusta, Ga., where he was employed for two years by the Western Union Telegraph Co. Then moving to Denmark, S. C., he became associated with the American Telephone and Telegraph Co., and began to learn the telephone business.

He was transferred first to Charlotte, N. C., then to the employ of Southern Bell Telephone and Telegraph Co. at Columbia, S. C. where he was district toll wire chief, which position he held until 1915.

About that time Mr. Thomas bought a store in Bamberg, S. C., and engaged in the mercantile business for about eight years. While he was in Bamberg, he was elected to the city council and then served two terms as mayor of the city.

In 1926 he sold his business establishment and came to Florida, where he later went with the Peninsular Telephone Co. in Tampa



LAVERNE THOMAS

as assistant plant superintendent, a position he held for approximately three years. He then transferred to St. Petersburg, where he since has remained as general manager of the St. Petersburg branch.

Mr. Thomas is a past president of St. Petersburg Inter-Civic Club Council; past president and director, St. Petersburg Motor Club; past president of Kiwanis Club; past president and member of the board of governors of the Chamber of Commerce; director of Executives Club; past superintendent of the Sunday schools of the Fifth Avenue and First Baptist Churches; a director of the Quarterback Club; past state president of the Telephone Pioneers of America; for fifteen years a member of the YMCA camp committee, also vice-president and director of the board of YMCA; member of St. Petersburg Yacht Club; deacon of First Baptist Church; a Mason and Shriner, and a member during World War II of the Radio Control Board and the Economic War Committee.

On June 25, 1913, he was married to Elise Sexton Rentz, of Bamberg, S. C.

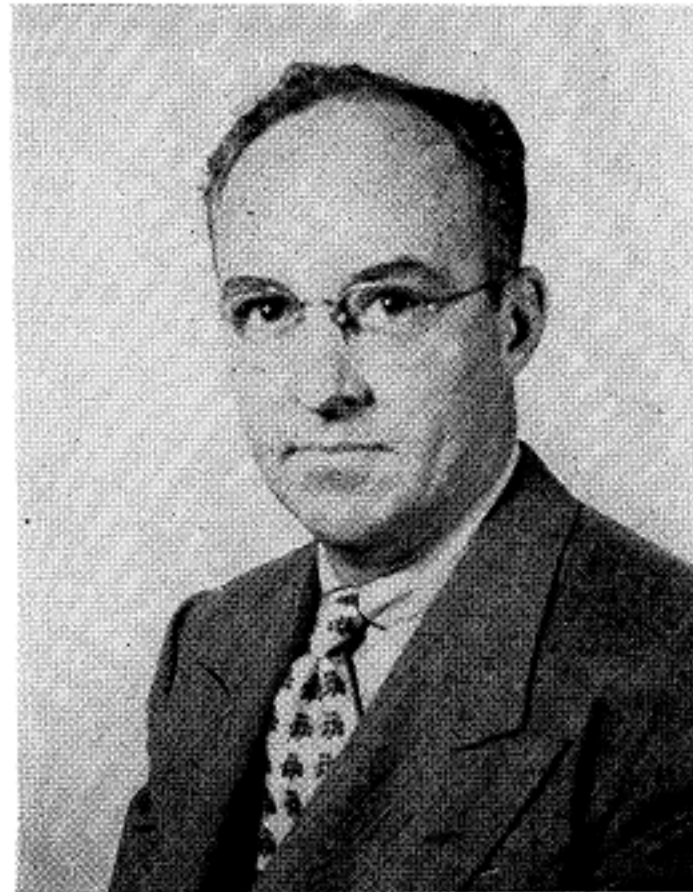
Mr. and Mrs. Thomas have eight children; LaVerne, Jr., Betty Thomas Mann, Julia Thomas Howell, Charles Maston, Jacob Rentz, Henry Leighton, Elise and Katie, and five grandchildren: LaVerne Thomas III, Graves Thomas, Martha Mann, Judy Mann, and Charles Maston Thomas, Jr.

CHARLES GRAY EGERTON

Charles Gray Egerton was born May 5, 1908, in Louisburg, N. C., the son of Robert Z. and Lula (Davis) Egerton. He attended public schools in Louisburg and was graduated from high school in 1925.

While attending school and for three years thereafter, he worked in a general store. He then went to New York City and became a salesman in one of the larger department stores. After several years' experience in the department store and in Fifth Avenue men's shops, he became a traveling representative for a retail store factoring organization.

Serving in that capacity, he came to St. Petersburg in 1934. Soon afterward he met G. K. Moore. In the fall of 1935 the two men organized the firm of Egerton & Moore



CHARLES GRAY EGERTON

and opened a men's clothing store at 8 Fourth street north. After two years the firm moved to larger quarters in the Florida Theatre Building and in 1941 the store was moved again to still larger quarters at 428 Central avenue.

After eleven years of successful operation, the partners decided to open two additional stores in Fort Lauderdale and Clearwater. The Egerton & Moore stores at present are rated among the finest in the South.

Mr. Egerton has actively supported and participated in numerous activities for community welfare and improvement in various capacities from regular worker to committee chairmanship.

He is a member of the board of governors of the Chamber of Commerce and is a member of the St. Petersburg Yacht Club, Lakewood Country Club, Nitram Lodge No. 188 F. & A.M., and St. Petersburg Lodge No. 1224, B.P.O.E. He is also a member of the Lions Club, in which he has served as first vice-president and treasurer. He is a member of the First Methodist Church.

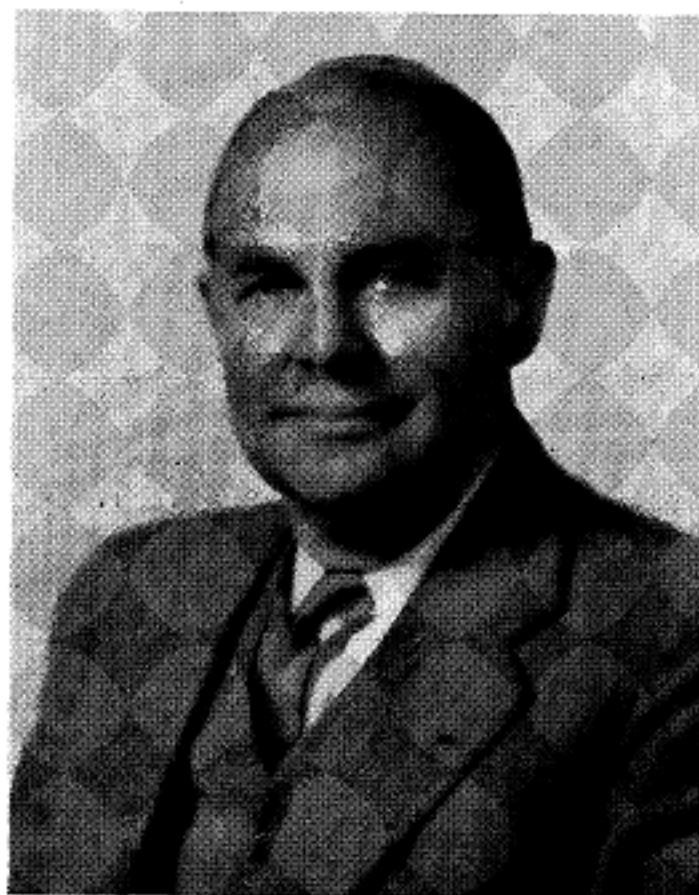
During World War II, Mr. Egerton was in the U.S.N.R. assigned to the Maritime Service training organization, serving two years and ten months in supply work, advancing from apprentice seaman to lieutenant junior grade in the Maritime Service.

On August 4, 1936, Mr. Egerton was married to Mary Love Henry. Mrs. Egerton has served as president of the ladies' auxiliary of the Lions Club and as a board member and treasurer of the St. Petersburg Junior League.

Mr. and Mrs. Egerton have a son, Charles Henry, born June 4, 1944.

ELBRIDGE GERRY DEANE

Elbridge Gerry Deane was born in Buffalo, N. Y., August 7, 1879, the son of Elisha Caleb and Sarah Phoebe (Dakin) Deane. His father was a "Forty-Niner" while his mother was a descendant of Col. James Barrett of Concord, Mass., commander of the company of Minute Men who "fired the shot heard 'round the world" at Concord Bridge, April 19, 1775.



ELBRIDGE GERRY DEANE

After attending Buffalo public schools, Mr. Deane went to the Michigan College of Mines where he was graduated in 1901 with the degrees of Bachelor of Science and Engineer of Mines. He was later elected to the honorary engineering fraternity of Tau Beta Pi.

Mr. Deane's profession made it necessary for him to go from place to place. For four years after leaving college, he worked for mining companies in Minnesota. He then went to Ironwood, Mich., where he was chief mining engineer of the Newport Mine for two years. During the Nevada boom of 1906-07, he was assistant mine superintendent of the Nevada Consolidated Copper Co., at Ely, Nev.

Desiring to see a foreign country, Mr. Deane next went to Peru where he was chief mining engineer of the Cerro de Pasco Copper Company's mines for three years. After a year of travel in South America and Europe, he returned to the United States and went to Arizona where he was employed by copper mining companies for the following sixteen years at Miami and Cooper Hill. During the last eight years in Arizona, he was general manager of the Superior & Boston Copper Co., in Copper Hill.

In 1927, Mr. Deane left Arizona, planning to go to Rhodesia to take charge of a large copper mine. Before leaving, he came to Florida and landed in St. Petersburg. He liked the city so well that he decided to retire from mining, give up the idea of going to Africa, and make the Sunshine City his permanent home.

Long interested in life insurance, Mr. Deane signed a contract with the New York Life Insurance Company in April, 1928, and has been associated with the company ever since. In 1935 after passing the required examinations, he was awarded the designation of chartered life underwriter by the American College of Life Underwriters. He is still the only chartered life underwriter in Pinellas County. In 1946 and 1947, he was granted the National Quality Award by the National Association of Life Underwriters. Each year since 1928, except 1937, he has qualified for one of New York Life's Clubs—\$100,000, \$200,000 or Top.

Always interested in civic affairs, Mr. Deane was elected to the city council of Miami, Arizona, in 1917, and was elected

mayor of that city in 1918. Since coming to St. Petersburg, he has taken part in numerous activities and has helped in almost every community money raising campaign. He has served as a director of the Y.M.C.A. since 1931 and in 1947 was chairman of the special gifts committee of the Red Cross. In May, 1947, he was elected (by other members) to serve on the city council.

He is a member of Doric Lodge, No. 26, F. & A.M., Miami, Ariz., which he served as trustee for ten years; El Zaribah Temple, A.A.O.N.M.S., Phoenix, Ariz.; Elks Lodge No. 489, Globe, Ariz.; charter member and past president, St. Petersburg Life Underwriters Ass'n.; director, Florida Chapter, American Society of Chartered Life Underwriters, and is an elder of the First Presbyterian Church. He also was active in church work in Miami, Ariz., and in Grand Rapids, Mich.

On June 11, 1907, Mr. Deane was married to Camille Henton, of Elk River, Minn. For the past seven years Mrs. Deane has taught the Gleaners Class of the First Presbyterian Church.

ROBERT McKINNEY BARTON

Robert McKinney Barton was born October 30, 1913 at Fort Apache, Ariz., the son of Lt. Col. Robert McFarland Barton, United States Cavalry officer, and Majie (Sharpe) Barton.

He was born in an army fort in the midst of an Indian Reservation, and he spent the first 16 years of his life in various posts in more than 25 states. In 1929 his father retired from the army and came to St. Petersburg to make his home. Living here at that time, and engaged in the practice of law, were Robert's uncle, McKinney Barton, and his grandfather, Robert McKinney Barton, for whom he was named. The grandfather, a former justice of the Supreme Court of Tennessee and chairman of the United States Railroad Board, came to Florida in 1925.

Young Robert Barton was graduated from high school and Junior College here, then entered the University of Florida, receiving his A. B. degree in 1936 and LL.D. in 1939.



ROBERT M. BARTON

Commissioned a first lieutenant in the army reserve corps, he was discharged in 1942 for disability owing to poliomyelitis.

In 1939 Mr. Barton entered the practice of law with his uncle, McKinney Barton in the firm of Bussey, Mann and Barton. Four years later he and his uncle withdrew from that organization and formed the law firm of Barton and Barton, opening offices in the Empire building.

Mr. Barton is a member and director of the Kiwanis Club, and a past national director, as well as state and local director, of the Junior Chamber of Commerce. He is a Presbyterian, formerly chairman of the board of deacons of First Presbyterian Church, a member of the Yacht Club, and a trustee for the Sixth Judicial Circuit of the Lawyers' Guarantee Fund.

Mr. Barton has made a continuous and successful campaign to interest and engage the young men of the community in the progress of civic and political affairs of the city and county, particularly through activities of the Junior Chamber of Commerce, the Citizens Commission on Civic Improve-

ment and the Young Men's County Committee, in all of which organizations he has been most active, serving the latter two as vice moderator.

During 1946 he was president of the Junior Bar Section of the Florida Bar Association, and was named by the Florida Junior Chamber of Commerce as one of the "five outstanding young men" in the state for that year.

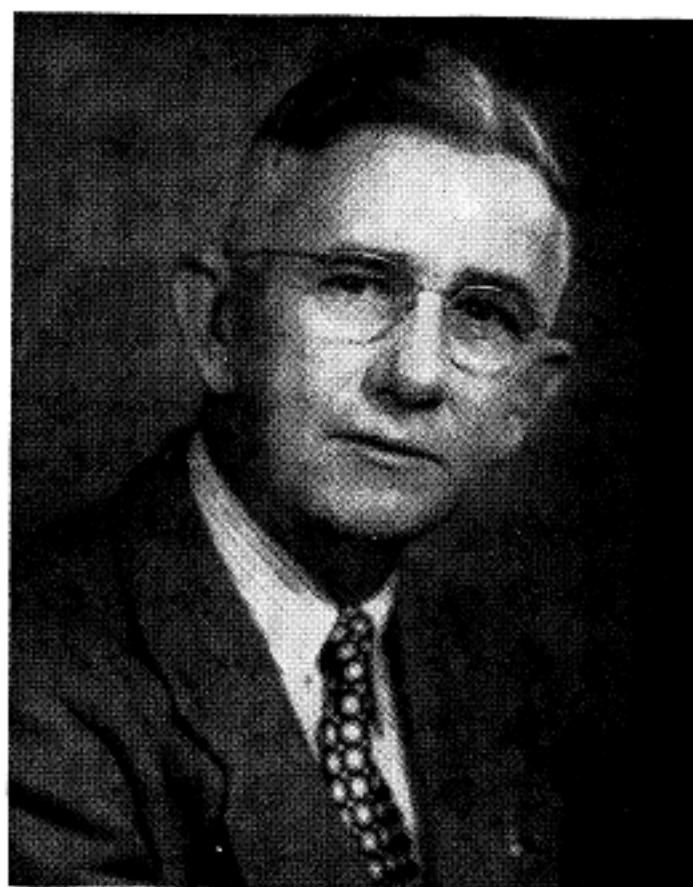
He was married in 1940 to Beverly Scott of St. Petersburg. Mrs. Barton is active in the Little Theatre group and is a past president of St. Petersburg Junior Women's Club.

The Bartons have two children, Beverly Diana, born October 21, 1942, and Barbara Elaine, born September 9, 1946.

WILLIAM JAMES GRANT

William James Grant was born January 16, 1894 at Jackson, N. C., the son of Joseph A. and Susan (Long) Grant.

After attending public schools of Oxford, N. C., he was graduated from the Massey Business College in Richmond, Va., in 1914.



WILLIAM J. GRANT

Immediately after graduation Mr. Grant joined the Ford Motor Company organization at Charlotte, N. C. In 1917 he asked for leave of absence from his job and enlisted in World War I. He served three and one-half years in the 81st Infantry Division and was honorably discharged with rank of second lieutenant.

He then returned to the Ford organization at Charlotte, remaining with them until 1922 when he came to Florida and took the position of vice president and treasurer of Ryan Motor Company in Miami.

In 1928 Mr. Grant disposed of his interest in the Miami firm and formed the Grant Motor Company of Atlanta, Ga. Deciding that he preferred Florida as his home he sold the Atlanta business in 1933 and came to St. Petersburg, where he has since maintained the Ford sales and service company under his own name.

Mr. Grant is a Mason, a Shriner, a member of Lakewood Country Club, the Yacht Club and an active member and past president of St. Petersburg Automobile Dealers' Association. For his activities in the Lions Club of St. Petersburg of which he is a member and past president he was awarded the 1947 Silver Merit cup, an award given to the most outstanding member each year.

In September, 1947, Mr. Grant was elected president of the Chamber of Commerce which he had served previously as a board member, committee chairman and vice-president. He has also been active in the Red Cross, Community Chest and other civic affairs.

During World War II he was a major in Ordnance Department of the U. S. Army, serving as director of internal security at the Atlanta Ordnance Depot, Atlanta, Ga. He was in service three and one-half years.

On July 18, 1921, he was married to Mrs. Blanche Cooper Manning, of Charlotte, N. C. Mrs. Grant is a member of Pasadena Woman's Club and the Lions Auxiliary.

Mr. and Mrs. Grant have three children.

The youngest, William James, Jr., is associated with his father in business. He was educated in the public schools of St. Petersburg and Junior College. He served

two and one-half years in the Army Air Forces in World War II, and was discharged with rank of second lieutenant.

A daughter, Blanche Manning, was educated at Miss Harris' School, Miami, and Emerson College, Boston. She is now Mrs. L. R. Ash. Her husband was a lieutenant commander in the Navy during World War II.

Mrs. Grant's son, Maurice Manning, in 1947 was a student at the University of California, Los Angeles. He was for four years warrant officer in the Army Air Forces.

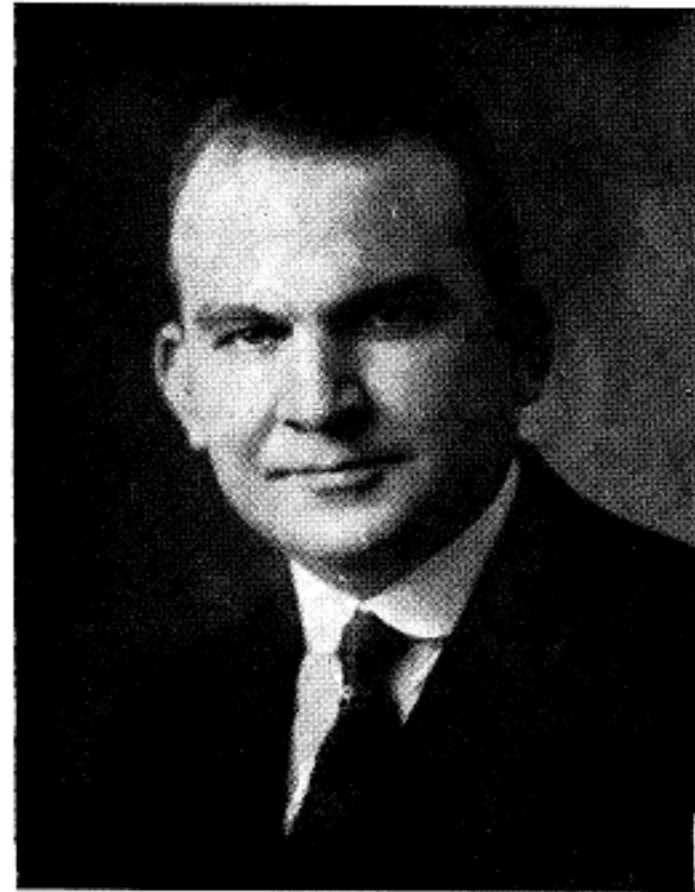
WILLIAM F. GORMAN

William F. Gorman was born in Bryn Mawr, suburb of Philadelphia, on October 10, 1890, the son of John and Katharine Gorman. Of Irish-English stock, his father's ancestry in this country dates back to Revolutionary days.

Educated in the public schools, Mr. Gorman became connected when a young man with the Brecht Company, exporters of equipment for vegetable oil refining and refrigeration and store fixtures, with offices scattered throughout the world. He remained with the company for twenty years and during that period his lifelong urge to travel was satisfied by trips to nineteen foreign countries. One of Mr. Gorman's sales for the Brecht Company amounted to more than two and a half million dollars and was made between ships sailings.

Later, Mr. Gorman became connected with C. V. Hill & Co., of Trenton, N. J., manufacturers of hotel and market equipment. As general sales manager, he was in charge of sales offices throughout the country. While with the concern he designed the all-metal refrigerated case now in general use.

In 1915, Mr. Gorman was married to Katherine Bonsey, of Philadelphia, whose New England ancestry dates back to pre-Revolutionary times when her forebears sailed out of Maine in clipper ships. Mrs. Gorman is a professional writer and an artist. Her short stories, novelettes and articles, under a half dozen pen names, have appeared in publications in this country and



WILLIAM F. GORMAN

abroad. She was an early member of the Writers Guild and of the Writers Guild of Columbia University. Other affiliations include the National League of American Pen Women, Zonta International and the Art Club of St. Petersburg.

Before retiring from business at the age of forty, Mr. Gorman built a summer home on an island six miles at sea near Barnegat Lighthouse. During the winters, the Gormans lived in a studio apartment facing Central Park, New York City.

An ardent fisherman, Mr. Gorman came to St. Petersburg in 1933. The difficulty in finding living accommodations that met with his ideas of what a tourist wanted, plus a prompt boredom with the let-down after an active life, led him to buy a block of waterfront in Gulfport. After clearing the plot of jungle growth, he built Boca Ciega Cottages, a group of studio cottages which he sold shortly after. He built Boca Vista, another group, on adjoining waterfront, and sold them before they were completed. Park View Cottages and El Rancho followed.

In 1945 he became associated as vice-president with Coronada, Inc., the company which is developing Bahama Beach, on Tampa Bay from Forty-second to Sixty-sixth avenue south. More than a hundred homes, ranging in price from \$15,000 to \$100,000, are included in the project in addition to the Bahama Shores Hotel, with 120 completely modern rental units. Plans for the project include a recreational area, with swimming pool, tennis and shuffleboard courts, and a private yacht basin capable of berthing a 60-foot yacht. Officials of the company are planning to spend approximately \$10,000,000 to make Bahama Beach the finest community of its kind in Florida.

KENNETH COWAN, JR.

Kenneth Cowan, Jr., was born at Highland Park, Ill., February 21, 1907, the son of Kenneth and Lora L. (Smith) Cowan. When he was eight years old, the family moved to California where it remained four years and then returned to Illinois, locating in Evanston.



KENNETH COWAN, JR.

Mr. Cowan went to Principia School in St. Louis, Mo., for two years and finished preparatory school at the Westminster School, Simsbury, Conn. He then spent a year at the University of Pennsylvania, Architectural School, becoming class president and a member of Sigma Chi fraternity.

Deciding to take up art instead of architecture, Mr. Cowan next went to the Evanston Academy of Fine Arts where he studied several years. Leaving the art school, he went to work for Stevens, Sundbloom & Stultz Studio, of Chicago, where he remained until the late Twenties when he joined the Phillip Lithographing Co., of Milwaukee.

In 1932, Mr. Cowan left the Milwaukee concern and opened his own art studio in Chicago. Besides doing art work, he handled promotions and ran a small newspaper in Evanston. He also was art editor of "Suburban Homes" until the editor of the publication became entangled in politics and suspended publication.

On September 13, 1929, Mr. Cowan was married to Elwyn Hewitt, of Wilmette, Ill., whom he had met at the Evanston Academy of Fine Arts while she was studying interior decorating.

Mr. and Mrs. Cowan had two children: Paul Charles, born February 13, 1931, and John David, born June 20, 1934.

In 1935, Mr. and Mrs. Cowan found it necessary to seek a milder climate because of the illness of their children. They came to St. Petersburg and soon afterward purchased the Vogel Apartments at 401 Fourth street south. They sold the Vogel in 1946.

Late in 1935, Mr. Cowan purchased a lot at the southeast corner of Central avenue and First street south and erected a building in which he started the Chatterbox Restaurant on June 13, 1936. Since then the Chatterbox has been enlarged three times. All the decorating in the restaurant was done by Mrs. Cowan while Mr. Cowan designed the building itself and the layout of the equipment. He operates the business.

In 1937 Mr. and Mrs. Cowan traded a boat for a summer home at Watch Hill, R. I., sight unseen. The hurricane of 1938 destroyed 487 houses in that section but left theirs untouched. Later they bought

an old farm house at Bar Harbor, Me., which they rebuilt. The disastrous 1947 fire which swept that territory missed them by about one-third of a mile.

Mr. Cowan is a member of the Chicago and St. Petersburg Yacht Clubs.

ANDREW G. McEACHERN

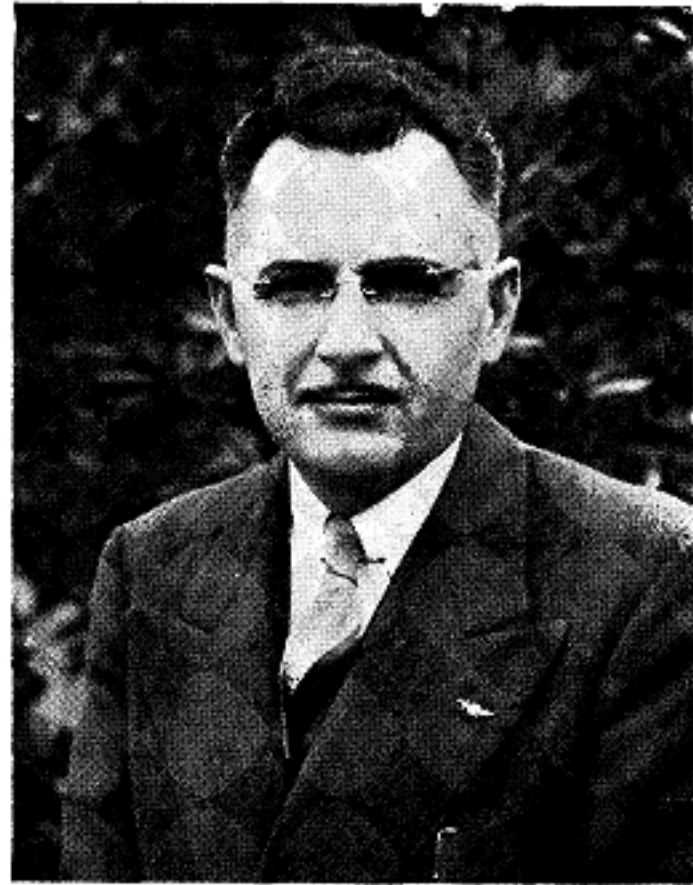
Andrew G. McEachern was born at Hazelhurst, Ga., September 10, 1898, the son of Andrew Oliver and Sarah (Yawn) McEachern.

He was unable to finish public school and then go to college, as his seven brothers and sisters did, because he was stricken with poliomyelitis when nine years old, and paralyzed. But what he missed in schools he more than made up for through private tutoring.

The father was the owner of a typical Southern plantation, whose hundreds of acres contained a lumber mill, turpentine still, store, cotton fields and livestock. To break his son's hours of inactivity, Mr. McEachern took Andrew on countless trips over the plantation and explained all phases of the work to him. As a result of this, the son obtained a comprehensive grasp of the affairs of the plantation and when the father died it was learned that Andrew, then only 14, knew more about the business of the estate than anyone else. So Andrew stayed at home and managed the plantation with the help of his mother and head overseer. But he continued to study under a tutor.

In 1921, Mr. McEachern, then 23 years old, went to Orlando, Fla., and took an extension course in the University of Florida which he completed within a few months. He then moved to Sarasota where he remained eight years, during which time he took three additional college extension courses. He was elected to the Sarasota school board and fought for, and succeeded in getting, heating systems for the school buildings which until then had been unheated during the chilly winter months.

In 1930, Mr. McEachern came to St. Petersburg and bought the Taggart Insurance Agency from Annie Hutchinson Harding, whose father, A. F. Taggart, had opened the agency in 1910. He operated the busi-



A. G. McEACHERN

ness under the name Taggart Insurance Company until January 1, 1947, when he changed it to McEachern Insurance Company, Inc.

Always awake to the needs of the community about him, McEachern early in the '30s organized the Citizens Committee of St. Petersburg, a group of 50 persons who banded together to initiate a reform government and advocate the institution of a city civil service system. The committee succeeded in effecting a change in city government and in pushing through a civil service act which became law in 1936. Mr. McEachern was chosen to institute and administer the new civil service system for St. Petersburg and served as its head until he resigned in 1945. During this period he was vice president and then president of the Florida Association of Civil Service Boards. In 1935, he was appointed a member of the State Advisory Council of the Florida Industrial Commission.

McEachern has twice served as a member of governors of the Chamber of Com-

merce. He is a life member of St. Petersburg Council F. & A.M., life member of the Chapter, past commander of Sunshine Commandery, a member of Selama Grotto and Shrine Club, and Egypt Temple. He was for nine years chairman of the advisory council of St. Petersburg Order of DeMolay and for 12 years served on the board of directors.

He is a member of the First Baptist Church, St. Petersburg Rod and Gun Club, Quarterback Club, Civitan and Yacht clubs. He was a Boy Scout Councilor and organized the Pinellas County Boy Scout Band which spent ten days as guest of the Cuban government. He was one of the first members of the Junior Chamber of Commerce in St. Petersburg, was president of the local board of insurance agents and was a director for years of the Florida Association of Real Estate Agents.

During World War II he organized the St. Petersburg gasoline ration board, and was a member of the Appeals commission of the War Manpower Board.

On June 18, 1918, he was married to Addie Mae Hinson, of Hazelhurst, Ga. Mrs. McEachern is past president of the Parent-Teachers Association, member of the Women of the Chamber of Commerce, Ladies of Civitan, and Woman's Club. She attended Wesleyan College and is a graduate of Georgia State College.

Mr. and Mrs. McEachern have two children: Marion, born in 1921, who is the wife of John J. Jones, of the Jones Shows, and Andrew Oliver, born in 1924, who served during World War II as a navy pilot. After the war he entered his father's firm. He is married to Nance Bruening.

CARLETON FORDHAM SHARPE

Carleton Fordham Sharpe was born August 5, 1904, at Rock Stream, N. Y., the son of Clark M. and Harriet Elizabeth (Fordham) Sharpe. He was educated in the public schools of Syracuse, N. Y., and was graduated from Syracuse University with an A.B. degree in 1926 and took his master's degree in public administration from that university in 1928.

Following graduation, he was employed by the City of Cincinnati to make an in-

vestigation of the city purchasing department and recommend a program of reorganization and revision of procedure. He completed the work in three months. His program was accepted in full and his proposed system installed. It was later adopted by other major cities.

His first regular appointment was to the Cincinnati Bureau of Governmental Research as a research assistant, which position he held from October 1, 1928, to December 31, 1929. He then was appointed executive assistant to the Cincinnati city manager. He resigned that position February 1, 1934, to become city manager of St. Petersburg.

Because of the failure of a newly-elected city council to respect provisions of the city charter protecting administrative personnel from council interference, Mr. Sharpe resigned July 1, 1935, and then became assistant director of the American Municipal Association and United States Conference of Mayors. In this position he was field advisor to cities which were members of the association and conference.

On February 1, 1936, Mr. Sharpe joined the Farm Security Administration and worked directly under Maj. J. O. Walker, director of the resettlement division. During 1941 he was "loaned" to the National Defense Commission to serve as housing adviser and he aided in setting up the defense housing program and in drafting the first rent control legislation. On January 18, 1942, he returned to the Farm Security Administration as Defense Housing officer.

He retired from that position June 9, 1942, to become regional director at Cleveland, O., for the National Housing Agency. As director, he headed the public housing program in Ohio, Michigan, West Virginia and Kentucky and also the war housing construction and management.

On October 1, 1944, he returned to St. Petersburg to resume his former post as city manager. Under his direction a "five-year plan" of extension and modernization of city facilities was set in motion. The plan embraced practically every phase of the city's operations and provided for numerous improvements vitally needed by the rapidly growing city. Many of the projects are now underway despite labor and material shortages.

Mr. Sharpe's outstanding work for St. Petersburg attracted nation-wide attention and during 1947 he was offered attractive positions in several much larger Northern cities. Finally, late in the year, he accepted the city manager post in New Hartford, Conn., which had just adopted the city manager form of government. He left St. Petersburg January 8, 1948, and took over in Hartford on January 15.

Mr. Sharpe is vice-president of Florida City Managers Association, a member of the International Association of City Managers, Municipal Finance Officers of America, National Association of Housing Officers and of the Architectural Advisory Committee of the Federal Public Housing Authority. He was a trustee of the First Congregational Church, a member of the board of directors of St. Petersburg Junior College and St. Petersburg Chapter, American Red Cross. He is a member of Phi Gamma Delta fraternity, Chamber of Commerce, and of St. Petersburg Yacht, Quarterback and Propeller clubs.

On June 20, 1932, he was married to Wilna Louise Strawn of Esterville, Iowa.



CARLETON F. SHARPE

Mrs. Sharpe was a member of the St. Petersburg Child Care Committee, the Community Welfare Council, the Junior Red Cross, and a member of the board of the Parent-Student-Teacher Association.

Mr. and Mrs. Sharpe have three children. Suzanne, was born May 9, 1934. Carolyn Fordham and Richard Strawn Sharpe, twins, were born November 11, 1938. All three children attended St. Petersburg public schools.

HARRY RICHARD PLAYFORD

Harry Richard Playford was born in Cleveland, O., May 6, 1900, the son of Charles H. and Jessie (Gore) Playford. He attended Cleveland public schools and was graduated from West Technical High School, of that city, in 1917.

Shortly after leaving high school, Mr. Playford enlisted in the U. S. Army Air Corps and served over a year in France with the 96th Day Bombardment Squadron. After being discharged from service in June, 1919, he returned to Cleveland to organize and operate flying schools and clubs in that vicinity.

Mr. Playford has personally trained many pilots now well known in aviation circles. He has held a commercial pilot's rating for many years and keeps it active by piloting his own plane in the supervision of his various activities.

Early in 1936, Mr. Playford made arrangements to establish his permanent residence in St. Petersburg and purchased the old Central National Bank building at Fourth and Central. Together with his associates, plans were formulated and in December, 1936, the Southern National Bank (now the First National Bank in St. Petersburg) opened its doors for service. Mr. Playford is now chairman of the board of the bank.

At the onset of World War II, Mr. Playford donated his services in the national organization of the Civil Air Patrol, a group of private flyers who gave their time and equipment in coastal patrol and defense under the Office of Civilian Defense. He was national executive and supply officer and continued in that capacity until the organization was taken over by the Army Air Force.

From November, 1938, to November, 1943, Mr. Playford was a director of National Airlines, Inc. During that time he organized and directed the operation, in Jacksonville, Fla., of a transition flight training program conducted through the Airlines by the Air Transport Command. He was active in that capacity until he took over the reorganization and supervision of a Civil Aeronautics Administration indoctrination program in Knoxville, Tenn., training air corps cadets from the University of Tennessee and Maryville College.

Mr. Playford was elected a director of Alaska Airlines, Inc., in February, 1945, and holds that office at present. Becoming interested in Alaska, he spent several months there and aided in the reorganization and operation of the airline.

He is president and principal stockholder of U. S. Airlines, Inc., St. Petersburg.

Mr. Playford spends the major portion of the summer months with his family in Hendersonville, N. C., where he owns and operates one of the country's most out-

standing registered Guernsey dairy and breeding farms.

He is a member of the Q-Bs (Quiet Birdmen) since World War I; a member of Sportsman Pilots Association; organizer, charter member and past president of the St. Petersburg Chapter of the National Aeronautics Association; past president of the Florida State Council of N.A.A.; national councillor of the N.A.A. for the State of Florida; national director of N.A.A., Washington, D. C.; active member of the Civil Aeronautics Administration Non-Scheduled Flying Advisory Committee and representative for Region-2; member of Aviation Division, Florida State Chamber of Commerce, and trustee of the Independent Airfreight Association, Inc., Washington, D. C.

He is a member of the Yacht Club, Lakewood Country Club, Bath Club, Quarterback Club, Dragon Club, Propeller Club, American Legion and Elks, in St. Petersburg, and of the Baltimore Forest Country Club and Hendersonville Country Club in North Carolina.

On December 31, 1934, Mr. Playford was married to Elisabeth J. Coates of Virginia, Minn., and Cleveland, O. Mr. and Mrs. Playford have two daughters: Martha Elisabeth, born April 3, 1938, and Jane Coates, born June 27, 1940. Both were born in St. Petersburg.



HARRY R. PLAYFORD

ALBERT WILLIS HIGGINS

Albert Willis Higgins was born at Boston, Mass., on May 31, 1880, the son of Charles Willis and Mary Vail (Canfield) Higgins. He was educated at the Massachusetts Institute of Technology where he received a B. S. degree in 1901.

He was assistant to the chief engineer, Sayles Bleacheries, Saylesville, R. I., 1901-03; superintendent, National Ammonia Company, St. Louis, Mo., 1903-05; chief engineer, E. H. Abadie & Co., 1905-08, and engineer, LaClege-Christy Clay Products and Big Muddy Coal & Iron Co., from 1908 to 1912.

In 1912, Mr. Higgins became superintendent and general manager of the LaCrosse, (Wis.) Gas & Electric Co. and he has been actively engaged ever since in the utility

field. He was general manager of the Merchants Heat & Light Company, of Indianapolis, 1914-16; vice-president, John E. DeWolf & Co., Milwaukee, 1916-18; president, Southern Minnesota Gas & Electric Co., Albert Lea, Minn., 1918-23; president, Virginia Public Service Co., 1928-32. He then became president of the Seaboard Public Service Company which was the holding company for the Florida Power Corporation and a number of other utilities from Maryland to Florida.

In 1937, Mr. Higgins became president of the Florida Power Corporation. This utility serves twenty-seven counties in Florida and, through a wholly-owned subsidiary, the Georgia Power & Light Company, serves seventeen counties in south Georgia.

Ever since coming to St. Petersburg, Mr. Higgins has been extremely active in community affairs. He served as president of the Chamber of Commerce in 1946. He was area chief of the Boy Scouts for many years. Twice chairman of the St. Petersburg Community Chest, he saw both his drives go 'way

over the top. He also has been active in Red Cross, Florida State Chamber of Commerce, St. Petersburg Yacht Club, and many other civic organizations.

A lifelong Republican, he has never been active in politics but has devoted his energy to his work and to his avocation, which is community service.

Head of an organization which has grown in the past ten years from a company with assets of \$28,000,000, serving 35,000 customers, to a utility boasting of more than 100,000 customers and with assets close to \$60,000,000, Mr. Higgins continues as a tireless worker.

He is married to the former Frances Stephan. One of the features of his home, located at 6315 Central avenue, is a garden where flowers bloom every month of the year. Many hours of personal toil are represented by the bouquet that is on his desk every day he is in the office.

W. H. MILLS

William Harold Mills was born in Birmingham, Ala., February 19, 1911, the son of Charles W. and Mary (Parker) Mills. He attended Plant High School, at Tampa, and Woodberry Forest School, at Woodberry Forest, Va., prior to entering the University of Florida in the fall of 1929. A year later he entered the Massachusetts Institute of Technology from which he was graduated in June, 1934, with a B.S.C.E. degree.

After graduation from M.I.T., he worked as a sales engineer for about two years for the Ingalls Iron Works Co., of Birmingham. In the spring of 1936 he came to St. Petersburg and entered the construction business with R. E. Clarson. Later, a partnership known as Clarson & Mills was formed. The firm was prominent in the construction field throughout the entire state until its dissolution in the summer of 1946.

Mr. Mills then formed the construction firm of Mills & Jones, Inc., of which he is president. This firm has been very active in the construction industry in South Florida, the new \$2,000,000 Maas Store building in St. Petersburg being one of its jobs.



A. W. HIGGINS

In July, 1947, Mr. Mills was appointed to serve as a member on the St. Petersburg Port Authority and in September was made vice-chairman. (See Index: Port Authority.)

Mr. Mills is a past president of the St. Petersburg General Contractors Association, is the secretary of the M.I.T. Club of Central Florida, and is a member of the St. Petersburg Yacht Club, Lakewood Country Club, Dragon Club, University Club of Tampa, Quarterback Club, Junior Chamber of Commerce, Delta Tau Delta fraternity, and the St. Petersburg Exchange Club. He is also a member of the Hyde Park Presbyterian Church, Tampa.

On October 12, 1938, Mr. Mills was married to Miss Caroline Bonfoey. Mrs. Mills is an alumnus of the University of Oklahoma where she became a member of Delta Delta Delta sorority. She has been active in the Junior League of St. Petersburg.

Mr. and Mrs. Mills have three children: William H., Jr., born July 24, 1939; Donald Kensett, born December 15, 1943, and Susan, born February 22, 1945.



W. H. MILLS



ROSS C. LYONS

ROSS C. LYONS

Ross Cooper Lyons was born in Richmond, Ind., March 8, 1918, the oldest son of Robert W. and Alma S. (Getz) Lyons.

His father, who is an attorney with offices in Washington, D. C., specializing in tax law, came to St. Petersburg in 1937 and established a winter home. Two years later he purchased the Bahama Beach property and began making plans for its development. The project, started in 1940, was interrupted by World War II but was resumed on a large scale as soon as the war ended. In 1946, he built Wedgwood Inn.

Ross Lyons attended public schools in Richmond and New York City, was graduated from Culver Military Academy in 1935, and from Princeton University in 1939. In 1940 he came to St. Petersburg to assist in the development of Bahama Beach.

A commissioned officer in the Field Artillery Reserve, Mr. Lyons was called to duty in May, 1941, and assigned to duty as a ground officer at MacDill Field. In

November of the same year he began flying training and was awarded his wings in July, 1942. He then served with the Flying Training Command until April, 1944, when he was assigned to combat duty in the India and Pacific theatres where he served until November, 1945, attaining the rank of major.

Returning to St. Petersburg in December, 1945, he joined Rieck & Fleece Builders Supplies, Inc., becoming vice-president of the concern. He was made president on July 1, 1947. He also is president of Coronada, Inc., the corporation which is developing Bahama Beach.

Mr. Lyons is a member of the Kiwanis Club, Yacht Club, Lakewood Country Club, Squires Club, Quarterback Club, and Chamber of Commerce.

On August 1, 1939, Mr. Lyons was married to Patricia A. Taggart, of Indianapolis. They have four children: Barbara L., born June 20, 1940; John T., born December 11, 1941; Robert E., born December 28, 1942, and William R., born October 9, 1946.

Ross Lyons has three brothers and a sister: Robert Bunce Lyons, born September 21, 1919; John S., born December 22, 1923; Sue, born July 23, 1934, and Thomas A., born November 24, 1936. Robert and John served as pilots during World War II, Robert in the India-China theatre and John in the European theatre. Robert is married to Ann Sickelsteel, of Pittsburgh. John is married to Ruth Ann Hill, of Indianapolis, and has a daughter, Judith.

Sue and Thomas Lyons in 1947 were attending St. Petersburg public schools.

THOMAS GOODWIN MIXSON

Thomas Goodwin Mixson was born October 12, 1893, in Levy County, Fla., the son of Archibald James and Mattie Ella (Mims) Mixson. His father for many years was engaged in the general mercantile business in Williston, Fla., as a member of the firm of Mixson & Peacock and later became a successful planter and livestock grower. His mother was the daughter of Dr. Thomas S. Mims, of Screven County, Georgia. His father's maternal grandmother was a first cousin of John C. Calhoun, statesman of South Carolina. His grandfather, James J.



T. G. MIXSON

Mixson, came to Florida with his family and slaves in 1860 and settled in North Central Florida.

Mr. Mixson was educated in the public school at Williston and at Draughon's Business College, of Atlanta, Ga., where he studied to be a banker. After leaving business college, however, he could not immediately find a bank opening so he worked for two years in Ocala business concerns. In April, 1912, he became a bookkeeper in the Ocala National Bank where he remained until October, 1915.

He then was offered the position of cashier of the Greek-American Bank of Tarpon Springs where he served until October, 1918. He gave up that position for a bigger opportunity in a larger city and became a clerk in the Exchange National Bank, of Tampa. He remained with that bank for 27 years, serving as clerk, assistant cashier, cashier, vice-president and cashier, and vice-president until October, 1945, when he became president of the First National Bank in St. Petersburg. Mr. Mixson while in Tampa

was extremely active in community affairs. At various times he was a board member and official of the Tampa Chamber of Commerce, Tampa Kiwanis Club, Tampa Chapter American Institute of Banking, Tampa Community Chest, United War Chest, and the Tampa chapter of the American Red Cross. He headed a committee of the Tampa Tax Payers Association which succeeded in having passed a constitutional amendment consolidating tax assessing and collecting officers of municipalities and county of Hillsborough, for economy and the convenience of tax payers. Since coming to St. Petersburg, Mr. Mixson has become a member of the corporation of the American Legion Crippled Children's Hospital. He is a member of the St. Petersburg Kiwanis Club and chairman of its finance committee. He is a trustee of the First Baptist Church and treasurer and board member of the Florida Baptist Foundation.

On August 27, 1917, Mr. Mixson was married to Miss Alma Claire Odell, of Mauston, Wis. In Tampa, Mrs. Mixson took an active part in the Parent-Teachers Association, being president of both Junior and Senior high schools. She also was active in the affairs of the Bay Shore Baptist Church, being president of the Woman's Missionary Union. She also served as president of the Tampa Y.M.C.A. and as chairman of the Y.W.C.A.—U.S.O

Mr. and Mrs. Mixson have a son Dr. James G. Mixson, born August 10, 1918. He attended public schools in Tampa and received an A. B. degree at the University of Florida and a D.M.D. degree at the University of Louisville. In 1947 he had a residency in the Boston City Hospital. He is married to Loraine Lyle Benz, daughter of Dr. and Mrs. Jesse C. Benz, of Marengo, Ind.

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